

The NATIONAL WOOL GROWER

VOLUME XXI

NUMBER II

NOVEMBER, 1931

— The — EAT-MORE-LAMB Campaign in 1931

The Omaha Lamb Cooking and Cutting Schools reported in this issue are a part of the 1931 Campaign.

An active and intensive campaign of selling lamb started in Omaha on November 3 to take advantage of the interest aroused by the cooking and cutting schools. It will continue one month. Packers and retailers are cooperating fully. * * * *

Colorado joins Texas and Idaho on the Honor Roll of states forwarding one-half of their quotas of the National Budget. Wyoming, Montana and Oregon paid in \$5800 since the last report of State Payments in the September Wool Grower. * *



Official Organ of the
NATIONAL WOOL GROWERS ASSOCIATION
Salt Lake City, Utah

Official Organ of the
NATIONAL WOOL MARKETING CORPORATION
Boston, Mass.

Sales of Sheep and Lambs at DENVER

For the month of October 1931, out of first hands
Totaled 482,615 Head

This was more than
were sold at any
other market during
the same period.



34,000 with packers
taking 16,500 of
these, fat lambs sold
at Denver within 10c

Sales averaged 21,940 for 22
market days. Can anyone doubt
that there is an outlet at Denver
which will take care of liberal
supplies daily? Q Prices during
the entire month with liberal
receipts were fully in line or higher
than markets farther east. On the
day that sales totaled in excess of

of the Missouri River top and
within 35c of Chicago for like
lambs. Q Don't forget Denver
has the lowest priced alfalfa of
any market. All hay is weighed
and sold by weight, not by the
bale. Service and facilities at
Denver are exceeded by no
market. Mountain water is used.

Total sales for the fall season from Aug. 1st, to Oct. 31st at Denver were 936,588 head

A Market Cannot be "Rigged"

THE impossibility of controlling prices by law or other artificial means has been emphatically demonstrated during the past year or two. The might and wealth of the United States Government couldn't keep wheat prices from dropping to the lowest levels in a lifetime because the supply of wheat was greater than the demand. The same thing applies to cotton and copper and various other commodities.

Supply and demand make prices. Supply is the number of cattle, hogs, sheep and calves which is available; demand is a matter of the public's taste and the public's purse. Supply fluctuates noticeably and the fluctuations are clearly evident in the record of receipts. Demand fluctuates to an

equal degree but the fluctuations are not so easily seen because there is no definite record of them. Changes in *demand* result from substitute purchase of competing products, changes in weather, shutting down or opening up of factories and in general the condition of the public purse.

Under these circumstances, Armour and Company must buy livestock on a basis which will permit ready sale of the resulting product. Only by keeping livestock prices and meat prices in tune with each other can the channels of trade be kept open so as to provide a daily cash market for producers and a constant supply for consumers.

T. H. Lee
President

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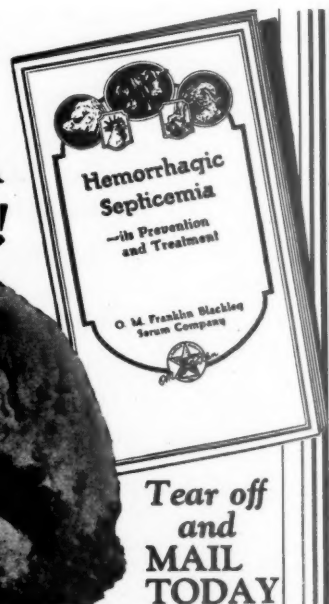
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The NATIONAL WOOL GROWER

Official Organ of the
NATIONAL WOOL GROWERS ASSOCIATION
and the
NATIONAL WOOL MARKETING CORPORATION

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Editorial Comment on Sheep and Wool Affairs

Real progress in the return to better business conditions was achieved last month. We now know that it is not to be a matter of quickly turning a corner and finding ourselves back upon the familiar road. Rather, we are rounding a long, gradual curve in the rough and seemingly interminable detour.

Rounding The Curve

Though not widely heralded, it is a fact that our depression had become a panic following Great Britain's suspension of the gold standard. Banks were closing at the rate of 20 per day when confidence was restored by President Hoover's announcement of October 7, and the organization of the National Credit Corporation to enable banks in good condition but unable to meet a run, to keep liquid by discounting paper that could not legally be handled by the Federal Reserve System. At the close of the month, the record of bank failures was practically normal.

On this page last month we asserted that the United States economic readjustment was passing its most serious stage when European difficulties and false rumors as to an impending crash here caused dumping of foreign-held American securities and started our people withdrawing deposits for hoarding. Much of this hidden-out currency has already returned to the banks. Europe is convinced that the United States is sound. The fine and strong response of the British electorate to the call for support of sound policies and a balanced national budget has also steadied the rest of Europe and the interrupted recovery in this country has been resumed. Marked rises in many commodities is not likely to follow immediately the realization that the curve we now see in our road surely leads to better going, but we know we are headed in the right direction.

Extremely large shipments of lambs gave buying interests opportunity to drive prices still lower. Recent rates of marketing and slaughter mean smaller supplies before the next crop starts to move, and a much lower scale of production for several years. Apparently the last possible obstruction to wool improvement came in the strike of employees of the American Woolen Company in the plant at Lawrence, Mass. Wool prices in London advanced to offset the drop in exchange. Our manufacturers here are faced with exhaustion of domestic supplies before shearing time, and this, with a more active retail trade in garments made of wool is in the grower's favor.

Lambs, Wool and Wheat

Wool undoubtedly is in what the brokers call "a statistically strong position" and its actual strength must be among the earlier effects of the reversal of the general business trend.

Wheat prices started an almost spectacular advance after having been driven to an unjustifiably low level by the forces of fear and pessimism. Bear operators awoke to find serious errors in their calculations of foreign supplies which had been given ready credence in a market long depressed by an excess of pessimism growing in part out of faulty statistics.

Federal and state governmental expenditures have grown to extravagant rates. In demanding, or acquiescing in new forms of government service and expenditure, the public failed to reckon the cost or to regard the fact that much of what it was hoped to secure can be obtained in a more economical and useful way by private effort or by combined voluntary action in the community. Some of our expensive and, perhaps, meritorious governmental activities were launched when the public had an exaggerated idea of the capacity of its pocket book and should now be dispensed with.

County Taxes

But the chief burden of taxation is found in county and municipal expenditures, which, when not rankly extravagant and unnecessary, are greatly beyond the normal capacity of property and industry to maintain.

Force of necessity sometimes operates to bring about correction of abuses not obtainable through official action. This fall's heavy delinquencies in tax payments are certain to leave many counties unable to meet their payrolls and other obligations. This will not relieve the taxpayer of his legal liability, but it will force the reduction of county budgets to more nearly equal what can be collected. Once the number of office holders has been reduced, and the spending programs curtailed, it will be easier for taxpayers to elect officials on the basis of economical administration of public affairs instead of on promises of wild spending of funds which it is now known cannot be raised.

It cannot be denied that gross mismanagement has been the cause of the failure of some of the larger banks. The bulk of the funds tied up by bank closings, however, have been in the smaller banks doing a wholly local business and often dependent upon a single industry. The situation suggests at least the consideration of the need of larger financial institutions with more diversity of assets. Feeling still

Our Banking Systems

runs against the plan of branch banking which works so well in other countries, and meanwhile our chain systems of banking grow apace.

In 1913 most bankers were violently opposed to the establishment of the Federal Reserve System for which they now are so grateful. It is not unlikely that the defects recently revealed in our financial structure may lead the way to further improvements and adaptations. Proposals from the United States Senate subcommittee now studying this problem will be awaited with unusual interest, and are assured of sympathetic consideration.

Public Domain Legislation

THE Department of the Interior continues to be active in the effort to establish control of the use of public lands either by passing them to the state or through regulation.

The original proposals of 1929 expressed by Secretary Wilbur and Assistant Secretary Dixon at Boise and Salt Lake were largely supported by the special commission subsequently appointed and which reported last spring. (See April "Wool Grower.")

Secretary Wilbur recently has been active in connection with the legislative program desired to give effect to the recommendations in the commission's report for conveying to the states the surface rights of open lands and for federal regulation of their use in those states that do not accept the lands. It is expected that the proposed legislation will be introduced at the opening of the first session of the seventy-second Congress early in December.

The first consideration of such bills should come before the Committee of Public Lands of the House of Representatives. Congressman

Colton (Utah) chairman of that committee is reported as not being fully in sympathy with the proposed legislation. He recently suggested to Secretary Wilbur the advisability of bringing the administration of public lands, parks, and national forests under the same department.

Mr. Colton's suggestion is an entirely logical one regardless of whether the public lands shall go to the states, or be placed under federal regulation or continue as at present. The legislation to be asked for, together with all angles of the land question, will be presented fully and discussed at the 67th annual convention of the National Wool Growers Association at Salt Lake City, January 11, 12, 13, 1932.

I. C. C. Rejects 15 Per Cent Freight Increase

THE Interstate Commerce Commission, on October 16, decided against the railroads in Ex Parte 103, the case of the carriers' application for a horizontal increase of 15 per cent in all freight rates.

This case was the subject of hearings in all parts of the country in August. It was generally felt that approval of the plan by the Interstate Commerce Commission was unlikely, but a strong presentation was made for the railroads and the full membership of the commission was in session for nearly a month after the close of arguments before there was a majority agreement upon any plan.

The National Wool Growers Association representatives and witnesses occupied a full day during the hearing at Salt Lake in the presentation of data and testimony in opposition to advancing of freight rates on sheep, lambs and wool. State associations presented witnesses at the Portland and San Francisco hearings.

While denying the request for a 15 per cent increase the commission did authorize some increases, the total of which is expected to produce \$100,000,000.00 additional revenue. It was suggested that a

plan be worked out whereby this additional income would go to the roads whose earnings were lowest and whose securities have most seriously declined in value.

The increases authorized were in the amount of \$3.00 per car on coal, ores and concentrates, and lumber. Six dollars per car was allowed on iron, stone and crude petroleum; on vegetables, fruits and some other products of agriculture an increase of one cent per 100 pounds was approved, but it is not yet clear whether this will be applied to wool shipments.

The commission's discussion of the financial position of the railroads and of the effect of the proposed increase if granted was most liberal and constructive. In part, the decision says:

However sympathetic one may be with the plight of the railroads and their need for additional revenue, such sympathy cannot with benefit to any one be carried to the point of a refusal to recognize and face facts. The facts set forth above show beyond question that there are elements of plain peril to the railroads in such an increase in freight rates as they propose at the present time. The chief dangers are (1) that at a time when transportation costs are of vital consequence to every industry it will stimulate new competitive forces already rapidly developing, (2) that it will alienate or impair the friendly feeling toward the railroads on the part of the people of the country which is essential to adequate legislation for their protection and the proper regulation of all forms of transportation in the public interest, and (3) that it will disturb business conditions and an already shell-shocked industry, and accelerate the tendency toward a localization of production. It should be borne in mind that traffic once lost to a competitive agency is far more difficult to regain than it is to hold before it is lost. And it should also be noted that disturbance to industry would be caused, not only by the immediate increase in charges, but also by the slow process of inevitable readjustment to a lower level of rates which would be necessary in many instances and which the railroad executives themselves concede that they anticipate.

We have often referred to the fact that we are not managers of the railroads and have taken the position that we ought not to interfere with those who are entrusted with management on matters which are not controlled by law but must be determined in the last analysis by wise administrative policy and judgment. That is still our view. But here reliance upon the judg-

ment of the executives as to the revenue effect of an increase in rates is much weakened by their failure to adduce any substantial reasons for their judgment and the definite withholding of the best available information on this point in their possession, namely, the information of their traffic departments. The excuse that this would have prolonged the hearings unduly is not, in our judgment, an adequate answer. There are competent traffic officers in all the districts who represent the carriers collectively and could have been used as a means of concentrating and assembling this information. Not only did the carriers fail to present such witnesses, but in several instances they refused to produce traffic officers whom protestants wished to call to the stand for the purpose of proving their case in opposition. In addition we have the evidence gained by experience with the numerous voluntary reductions which have been made, often below maximum reasonable rates fixed by us.

On the other hand we have a mass of definite and concrete evidence from the shippers on this point of revenue effect which stands in the record uncontradicted by anything other than general assertions. Five of our members heard this evidence, although none heard it all, and they had the opportunity of appraising the character and sincerity of the witnesses. In our opinion this evidence is entitled to great weight.

We also have a mass of definite and concrete evidence from shippers in regard to the general industrial collapse and the condition of individual industries. This evidence also stands uncontradicted and, as has already been indicated, it shows beyond dispute that the situation of the railroads with respect to earnings is paralleled throughout the industrial world, and that many particular industries are in much worse plight. This is especially true of agriculture, and preeminently true of the grain farmer. The present prostration of a large part of agriculture has seldom if ever been equalled in the history of the country.

Upon the evidence, therefore, it is our conclusion that a 15 per cent increase in all freight rates and charges would increase revenues, if at all, only temporarily and that its ultimate effect, not very long postponed, would be to harm rather than help the railroads. It is similarly our conclusion that such an increase would raise the rates upon many kinds of traffic above a just and reasonable level. This latter conclusion applies particularly to the products of agriculture, including livestock. We are advised that the committee representing the cooperating state commissions has reached the same conclusions.

* * * * *

The most effective remedy for the immediate ills of the railroads is the economic recovery of the country. The present low

earnings are not the result of low rates but reflect general industrial conditions. The earnings will continue to reflect those conditions as business improves, just as they have in the past. While the tide may be slow in turning, there is no more reason for thinking that business will not improve than there was in 1928 for thinking that depressions were a thing of the past and that we were in an era of permanent prosperity. Public emotion swings from one extreme to the other, and there is nothing more volatile than the emotion of the investing public. When railroad earnings take a sharp turn upward, as in due time they will, railroad credit will also rise.

But there are many things which can be done to improve the situation, some of them by Congress, some by state legislatures, some by this commission and the state commissions, and some by the railroads themselves.

An important step is the repeal of sec-

tion 15-a and the substitution of a better section designed to accomplish the same general purpose. We recommended such legislation last year in a special report to Congress and shall renew the recommendation in our annual report this year. The present recapture provisions impose in their enforcement a vast expenditure of time and money upon both the government and the railroads, they provoke litigation over complicated questions of valuation and accounting, they encourage extravagant expenditures by the more prosperous companies when times are good, they hang like a cloud over the credit of many companies when times are bad, and under the present law there is no effective way of using the funds to public advantage if they are recaptured. The problem presented by the varying earnings of different railroads can better be met in other ways, such as consolidations, pooling arrangements, and the adjustment of divisions.

The Breeding Ewe Population and the 1932 Lamb Crop

THE Wool Grower has been asked for an estimate of the size of the 1932 lamb crop. It is against our policy to predict prices, and ordinarily the same policy is observed in respect to future supplies, but some kind of an estimate of next year's lamb supply is of especial interest at this time to both raisers and packers. Our best guess is shown with figures on which it is based.

The government figures on annual lamb crops and numbers of ewes on hand are not altogether accurate, but they are useful as a basis of general comparison. The 1930 census data on sheep have not been published. It is doubtful whether the census reports are any more accurate than the annual estimates of the U. S. Department of Agriculture from the reports of which the figures used in this article are taken. The department publishes estimates of the number of ewes of breeding age and total sheep as of January 1, each year, and an estimate of the lamb crop comes out in July. The figures for federal inspected slaughter of sheep and lambs are reports from actual counts by in-

spectors. The calculations made below are based on the government reports for (1) numbers of ewes, (2) lamb crops, and (3) federal inspected slaughter. Other figures are derived from these three reports. The official slaughter figures also include sheep.

The chief object in these calculations is to show the number of young ewes coming into breeding each season and this is shown in the right-hand part of the table below. This figure represents the number of ewe lambs left on hand after taking out enough to add to the number of wether lambs to account for the total slaughter. Since federal inspected slaughter represents 80 per cent of the total number killed, that number is increased by 25 per cent to show the entire number going into consumption.

The government lamb crop estimates are based on reports of docking counts received from correspondents. There is, of course, a big shrinkage in the number of ewe lambs from docking to shipping time and from the time they are cut out

to carry over, and the time they are ready to go into the breeding bands. If these losses were considered the number of ewe lambs kept over would be less than shown, but this error is considered as offset by the number of sheep included in the total slaughter figures.

A loss of 5 per cent is counted on wether lambs after docking.

Of these 15,000,000 aged ewes, a large number have died since last winter. A great many more are too shelly to be allowed to go in another winter and have either been sold for whatever they will bring, or will be missing next spring. It cannot be considered that over 40 per cent of them will drop lambs in 1932. Also there is a normal 5 per cent loss each

With a material reduction in next year's marketing, a material price improvement can reasonably be looked for, as packers now have their trade built up until there is outlet for over one and a half million carcasses per month. Price improvement next year would decrease the proportion of lambs marketed as there is an excess of aged stock in the bands. Improved lamb prices should be reflected in ewes, especially if it is contributed to by higher wool and pelt values, and this would lighten marketing of ewe lambs.

In both production and consumption, the country is adjusted to a larger volume of lamb than was handled three years ago. Some decline in production seems altogether likely next year, but if producers should again be compelled to ship without a real profit, the story of decreased lamb business in 1933 will be a disastrous one to every other interest concerned, including railroads, feed stations, commission men, stock yards, and packers.

NUMBER OF EWE LAMBS KEPT ANNUALLY FOR BREEDING USE
(UNITED STATES)

	TOTAL LAMB CROP	SLAUGHTER			EWE LAMBS KEPT	
		TOTAL	Wether Lambs (1)	Ewe Lambs	Number	Per Cent of No. Docked
1927	23,764,000	16,136,000	11,288,000	4,848,000	7,034,000	59.2
1928	26,363,000	16,975,000	12,527,000	4,448,000	8,738,000	66.3
1929	26,441,000	18,690,000	12,500,000	6,130,000	7,090,000	53.5
1930	29,364,000	21,268,000	13,940,000	7,328,000	7,354,000	50.
1931	31,684,000					

(1) One-half total crop less 5 per cent to represent loss from docking to shipping time.

Figures are not needed to inform sheepmen of the continued decline in proportions of ewe lambs held back since 1928 or as to the increasing ages of the breeding flocks. Until 1929 some old ewes were carried over past the age they should have been sold, in order to build up numbers. After that the aged stuff had a very low market value and largely were kept on for breeding while the ewe lambs were shipped to secure funds to meet expenses and payments on debts. As a result, the number of old ewes in the flocks has become so large that more than usual losses are taking place even under normal conditions and an unfavorable winter would take an especially large toll.

Working from the figures above, we find the ewe flocks this fall to have on the average 35 per cent of ewes that are five years old or over, and the probable total number to lamb next spring, 31,800,000 as compared to 35,363,000 estimated to have lambed in 1931.

The estimate for January, 1931, showed 35,363,000 ewes of breeding age. Their ages must have been about as follows:

From 1927	5,600,000
From 1928	7,400,000
From 1929	6,700,000
Five years and up	15,663,000 (45%)
Total	35,363,000

year in younger ewes to be considered. This, then, will bring the country's stock of ewes at next lambing time to about this condition:

Six Years and up	6,260,000
Three to Five Years	19,700,000
Two years old	5,850,000
Total	31,800,000

On this basis the number of ewes to lamb next spring will be around 10 per cent less than last spring. But how about the percentage of lambs? The recent annual averages of estimates of docking counts of lambs in proportion to numbers of ewes of lambing age, as prepared by the Department of Agriculture, show an average percentage for the entire country during the last five years, of 87 per cent. In 1931 it was 89.6 per cent.

An average yield of lambs from the probable number of ewes to be on hand next spring would give a crop of 28,000,000 head which would be 11 per cent less than in 1931. But with there having been above an average crop in the past two years, there are large prospects for a less than average yield in the coming lambing, and it is not impossible that the reduction may amount to 15 per cent. These foregoing discussions and calculations are on the conservative side.

In Memoriam

L. N. Marsden

MR. L. N. MARSDEN, a prominent consignor to the National Ram Sale in recent years, died at Parowan, Utah, on October 23 of an acute intestinal disorder.

Mr. Marsden was born in Parowan on October 11, 1862, and was active in civic and religious affairs of his community and state. He was the founder of the Bank of Iron County and had been its president for 21 years. The positions of mayor and councilman of Parowan he had filled creditably; he had also represented his section of Utah in the state legislature.

In the sheep industry he was known as a breeder of Rambouillet sheep of quality. He was one of the organizers of the Southern Utah Rambouillet Sheep Association and was recognized generally as a progressive and constructive sheepman.

Mrs. Marsden and eight sons and daughters survive.

National Wool Week

ENTHUSIASTIC and nationwide response is being accorded the plans and efforts of the National Wool Week Committee, November 9 to 14.

National headquarters at 51 Madison Avenue, New York City, reports that full cooperation is being given by mills and stores and that the staff is taxed to the limit to supply information and material requested for use in a great number of cities.

The truly national character of the undertaking is shown in the fact that Secretary of Agriculture Arthur M. Hyde, and James C. Stone, chairman of the Federal Farm Board, are to be among the speakers at the National Wool Week Dinner. The dinner will be given in New York on November 7, at the Waldorf-Astoria Hotel. The guests will number representatives of cloth and blanket manufacturers, knit goods manufacturers, jobbers, retailers, apparel and garment concerns, cutting-up trades, growers, and marketing agencies.

That the movement is being planned and handled to result in actual increase of sales of woollen goods is shown by this letter from the committee chairman, Colonel Chas. F. H. Johnson, to 13,000 department and specialty stores in all parts of the United States.

One of the important features of National Wool Week is the fact that it may serve in prolonging the woollen dress season. This event, to be held from November 9 to 14 in stores throughout the country, is sponsored by the organizations and individuals listed on the reverse side of this letter.

As you know, in past years, there has been comparatively little activity in wool dresses in November. We are hopeful that, with the cooperation of dress manufacturers and retailers, it may be possible to extend the wool dress season far beyond its ordinary limits. We make the following definite suggestion to you on utilizing National Wool Week as a medium for sustaining the demand for wool dresses:

1. Fill out the enclosed post card and return it, advising us if you are prepar-

ing any new wool dress numbers upon which retailers can base a part of their Wool Week promotion. If so, we shall include the name of your firm in a list we are forwarding to thirteen thousand department and specialty stores informing them where they can obtain this timely merchandise. The name of your firm will also be included in other publicity matter distributed by the National Wool Week committee.

2. We suggest that you mention National Wool Week in your direct mail or other advertising during the next three weeks. We believe that this will be a helpful tie-up.

There is no cost or other obligation in participating in National Wool Week. The event is simply an opportunity offered to you to help yourselves.

Sincerely yours,

Charles F. Johnson, Chairman,
National Wool Week
Committee.

The wool growers' associations of all western states are most active in enlisting the support of chambers of commerce, and through them, of manufacturers and retailers. Proclamations calling for the support of National Wool Week were issued by the governors of Utah, Montana, and other states.

Fashion shows featuring woollen materials exclusively are being sponsored in larger cities of most of the states by mill and merchandising concerns.

On Saturday, November 7, and Monday, November 9, largely attended dinners will be given to arouse local interest in the utilization of the products of the shorn wool producing industry.

In all cases, the healthful properties of wool wear and the unusual values now obtainable are being stressed by speakers and in store advertisements.

In Idaho and other states essay contests are being conducted with the aid of school principals and teachers. Idaho is offering \$50.00 in prizes for the best essays on one of six subjects.

1. What wool means in Idaho.
2. New and old uses for wool.

3. The ways in which we use wool.

4. Wool for summer and winter.

5. Development in the uses of wool.

6. Wool for Christmas.

Ten dollars also is offered for a prize to the person proposing the best wool slogan.

Reports from California, Oregon and elsewhere indicate unusual support from all sources. Department stores are taking advantage of the opportunity to put their wool goods to the front; men's luncheon clubs and women's organizations are including talks on wool in their week's programs; radio time is being donated by business firms; and altogether, from the small town to the large city, Wool Week is set to go over in big style.

"Wish It With Wool"

THE "Wish It With Wool" idea for the 1931 Christmas is being forcefully advanced. Pledge cards are now having a wide circulation over the country which obligate the signer to "remember at least three friends or relatives at Christmas time with gifts made entirely or largely of wool." The folder to which the pledge card is attached displays this message:

YOU CAN MAKE THIS CHRISTMAS
THE MERRIEST OF ALL!

"Wish it with Wool"

Just figure it out—

Suppose that every person interested in wool should buy at least three all-wool Christmas gifts this year—the whole industry would boom! And maybe that wouldn't be a Merry Christmas for everyone from the big boss down to the youngest "cub" helper!

Here's how it can be done:

"Wish it with Wool"

Sign the pledge right now that you will make three or more people mighty happy with wool Christmas presents. Thousands of other wool men and women are making the same promise. In no time the wheels of the industry will be clicking out a Merry Christmas so loud that you'll be able to hear the echo for months.

"Wish it with Wool"

There's a wool present that will fit every person and every pocketbook. Just read the suggestions listed on the other side. Don't you agree that from baby to grandmother

there's a gift that will be "just what they wanted"?

To make December 25, 1931, a real, honest-to-goodness Wool Christmas your help is needed. First sign the pledge yourself: then get your family, neighbors and friends to

"Wish it with Wool"

The More the Merrier Christmas will be.

Over 100,000 of these pledge cards are being distributed in Montana, the same number in Utah, and in each of several other states.

The card lists the following as wool gifts from which the Christmas selections may be made:

Afghans, athletic goods, automobile radiator covers, automobile robes, baby blankets, baby "bunties," bath robes, bathing suits, bed socks, bed spreads, berets, blankets, bootees, capes, caps, carpets, chair pads, coats, draperies, dresses, dusters, embroideries, felt covers, gloves, golf socks, golf sweaters, golf caps, hand-bags, hats, hosiery, heating pads, hot-plate pads, jackets, jerseys, knickers, knit goods, leggings, lumberjackets, mattresses, mats, mittens, mufflers, neckties, pajamas, pennants, play suits, quilts, rugs, sacques, scarfs, school-bags, shirts (flannel), skiing costumes, skirts, slippers, smoking jackets, spats, steamer rugs, suits, sweaters, sweat shirts, table pads, tapestries, trousers, underwear, vests, woolly-toys, wristlets, yarns (hand-knitting).

New Live Stock Freight Rates Postponed

THE new scale of western freight rates on livestock as announced on June 8 last by the Interstate Commerce Commission was at that time ordered to be put into effect by October 28.

In September the railroads presented a request that they be allowed until January 29, 1932 to publish and make effective the new scale of rates. It was claimed that so many changes were called for in the determination of rates, particularly in respect to joint rates, and that so much labor was involved in computing distances for determining rates on the mileage basis, that the work could not be completed this year. The postponement requested by the railroads was allowed.

A Wyoming Educational Wool Exhibit

THE Wyoming Wool Growers Association, through the efforts of Mr. Kleber H. Hadsell of Rawlins, chairman of the association's Truth-in-Fabric Committee and a past president of the association, has strengthened its campaign for truth-in-fabric and wool utilization dur-

both the Carbon County Fair and the Wyoming State Fair, was a colorful thing and its popularity was greatly increased by the presence of Mrs. Mattie Ollickolla, an elderly lady of Elk Mountain, with her spinning wheel, Mrs. Hans Glad of Elk Mountain with cards and a spinning wheel, and Mrs. Thos. Richardson also of Elk Mountain, dressed in a Swedish peasant costume, knitting.



The Wool Booth at the Wyoming State Fair.

ing the past two years by placing at the Wyoming State Fair an educational booth on wool. In both instances Mr. Hadsell has worked out his booth in connection with the Carbon County Fair held at Rawlins the week preceding the State Fair and then after working it over with an eye toward improvement, has taken the booth on to the State Fair.

A year ago Mr. Hadsell stressed the identification of virgin wool, using a microscope to show the difference between wool and other fibers, and articles collected from various stores and textile companies to show comparisons of materials.

This year he stressed the uses of wool and collected together a considerable variety of articles made from wool. The booth, as shown at

Among the articles exhibited in the booth were modern, all virgin wool blankets, old blankets and clothing of a past generation made by the home handling of wool, couch throws, table covers, tapestries, mostly of foreign origin, rugs, cushions, stools and wall hangings of the modern day.

The booth at the Wyoming State Fair this year received a great deal of attention and was easily the leader among the educational exhibits there. Two years at the Wyoming State Fair has made this booth an institution and has placed not only the campaign for the use of virgin wool, but the Wyoming Growers as well, before the people of the state in a very favorable manner.

Around the Range Country

THE notes on weather conditions, appearing under the names of the various states are furnished by J. Cecil Alter of the U. S. Weather Bureau and based upon reports and publications of that bureau for the month of October.

The Wool Grower welcomes and desires communications from interested readers in any part of the country for this department of the Wool Grower and also invites comment and opinions upon questions relating to the sheep industry and statements of occurrences of importance and significance to wool growers.

Wyoming

This was an unusually warm October, with a few rather general rainy or showery spells. The rain and warmth were fine for ranges, and water shortages were more or less relieved, at least temporarily. Livestock shipments have continued generally, though animals are in rather good condition. Some snow fell in range lands, but it melted rapidly.

Buffalo

Weather and feed conditions improved slightly during October, but winter range prospects are not very encouraging, fair to poor in fact. Forage on the national forests was shorter than usual and in some locations the length of the permit period was shortened. Lambs, of course, did not put on the usual amount of gain.

Most of the growers are fast losing their equity in the flocks. I think very few of them will be in a position to pay the interest on their indebtedness this year.

On forced sales of ewes, \$4 and up is being paid for fine woolled yearlings. The two and three-year-olds are going at \$4.50 with lambs thrown in. The market for ewes of

mixed ages is apparently completely paralyzed. Fewer ewes will be bred locally, and ewe lambs were marketed in larger proportion than in previous years. No expansion of local feeding of lambs is indicated.

I suggest that proper legislation be enacted to force packers to pay initial cost of production, a minimum cost fixed as in France.

L. A. Weeks.

Montana

Ranges have continued poor to fair and livestock fair to good, as a result of warm weather but with insufficient moisture. Streams are low and water supplies in general are scarce. Fall grain has made fair starts in some sections, but poor in others. Shipments of livestock are slowing up in some sections but still general, and heavy in places.

Hamilton

We had some rain in September that gave the grass a good start; feed on the winter range will be below normal, however. National forest ranges rated only 60 per cent of normal; the term of the permits was cut 20 per cent; and the lambs weighed about 10 per cent below normal at the end of the season.

Feeding operations locally will be about on the same scale as last year. Few mature sheep have been sold around here, but not so many ewes will be bred as in 1930.

The range of indebtedness on ewes at this time is around \$2 a head and from 50 to 60 per cent of the growers are in a position to handle the interest this year.

Peter H. Duus.

Idaho

This was a fairly good month for livestock, but much too dry in most counties for range forage growth. Rains in the north the first week, and in the southeast in the last week

were fine temporarily, but more was needed to produce the best fall forage, and to allow sheep onto winter range territory. However, both sheep and cattle have continued in rather good shape, and but for the drouthy condition, are approaching winter in fairly good circumstances.

Washington

Livestock are generally in good condition. The movement is general from summer to winter range areas. Pastures are good in western counties, but poor in most eastern counties. Showers have been light but helpful, especially in western sections. Grain has made fairly good autumn growth in the major wheat sections.

Oregon

Enough rain fell in western counties, and some moisture came to eastern sections, temperatures being near the seasonal. Pastures and wheat have made satisfactory growth, except for temporary set-backs due to frost and cloudy days. Wheat germinated unevenly because rains were not uniformly distributed; and some pastures are short in places east of the mountains.

Maupin

Fall conditions have been poor, but prospects for feed on the winter range are rather favorable at the present time (October 28). The summer grazing season on the national forests was very good this year. The sheep stayed during the complete term of the permit; the lambs, however, were not quite so heavy as in other years when they came out.

The general sale price of yearling, two and three-year-old ewes, both fine wools and crossbreds, is \$5, with those of mixed ages going at \$2 to \$3.50. Most of the sheepmen bought this stock at peak prices, \$10

and \$11, which makes the situation pretty hopeless for them. If things do not change this year most of the growers will be broke. Indebtedness on ewes ranges from \$7 to \$8 a head and I do not think any of the men will be able to pay the interest on their loans this year.

Only a small number of ewe lambs have been sold this fall and fewer ewes will be bred. No increase in local feeding operations is scheduled.

W. E. Hunt.

Heppner

Recent rains have started the grass (October 29) and local feed conditions have improved, and if the rains continue the winter range will provide good forage. We had a bad time on the forest allotments this year, due to lack of rain; had to come out about 20 days earlier than usual. The lambs haven't been sold yet, so cannot say how their weight compares with previous years. A larger part of the ewe lamb crop will be marketed than in 1930.

The going prices on ewes in this section are as follows: \$5 to \$5.50 for yearling fine wools; \$5.50 to \$6 for yearling crossbreds; \$7 for two and three-year-old fine wools and \$7.50 for crossbreds of the same age; and \$3 to \$5 for ewes of mixed ages.

Fewer ewes will be bred this fall and there will be no increase in local feeding of lambs.

David Hynd.

California

The state has suffered for the want of autumn rains. Fall plowing and seeding have been retarded, and pasture and range forage has not started as in average seasons. Owing to the poor condition of ranges much feeding has been necessary. Forage crops were harvested in good shape. Livestock continue in satisfactory condition in most sections, though wanting both feed and water in some areas.

Nevada

Unusually warm weather prevailed, with less than enough rain, and that only local. Some benefit resulted to ranges, however, and to watering places, near the end of the month. Livestock have continued to move toward winter ranges, and shipments to other state pastures were slowed up. Livestock generally are in fairly good condition. Some flocks are held near the edge of winter range sections awaiting snow for moisture.

Elko

With the exception of two light showers, October was a dry month. Feed on the winter range is reported fair. While feed was fairly good in the early part of the season on the national forests, it dried out earlier than usual and the stock was taken out about three weeks sooner than in normal years, with the lambs averaging ten to twelve pounds lighter in weight.

No sales of sheep have been reported here. Think that about the same number of ewe lambs were sold this fall as a year ago, and the size of the breeding bands is about the same as in other years.

The range of the amount of indebtedness on ewes is estimated at from \$2.50 to \$4 a head and I doubt very much if any grower will earn or be able to pay interest this year.

I haven't heard of any sales of pasture lands; grazing fees in the forests have, of course, increased.

J. W. McBride.

Utah

The weather has continued abnormally warm everywhere, and unusually dry in most sections. Forage has grown but little, the browse being short and grass scarce. Most livestock are in fields, but here forage is growing short and scarce. A few flocks have entered the edges of winter ranges but some water hauling and trailing to water are reported. Cattle are holding their

own but sheep are only fair. Considerable marketing is reported because of short pastures and water supplies. Fall sown grain is making little if any growth.

Colorado

Exceptionally warm weather prevailed, with only a few light showers, inadequate for fall pasturage. Rains over the northwest and southeast portions in the last week were of some benefit. Livestock are mostly in good condition, the movement from summer areas being about completed, though few animals have entered winter ranges.

Eckert

Rains and snow during the month of October have improved range conditions materially, but the open, low winter range will be "short." Generally, feed on the national forest ranges this year has been about 85 per cent of normal. The bands remained on the range during the entire period allowed under the permits, but the lambs were slightly below normal in weight in comparison with other years, when they came off.

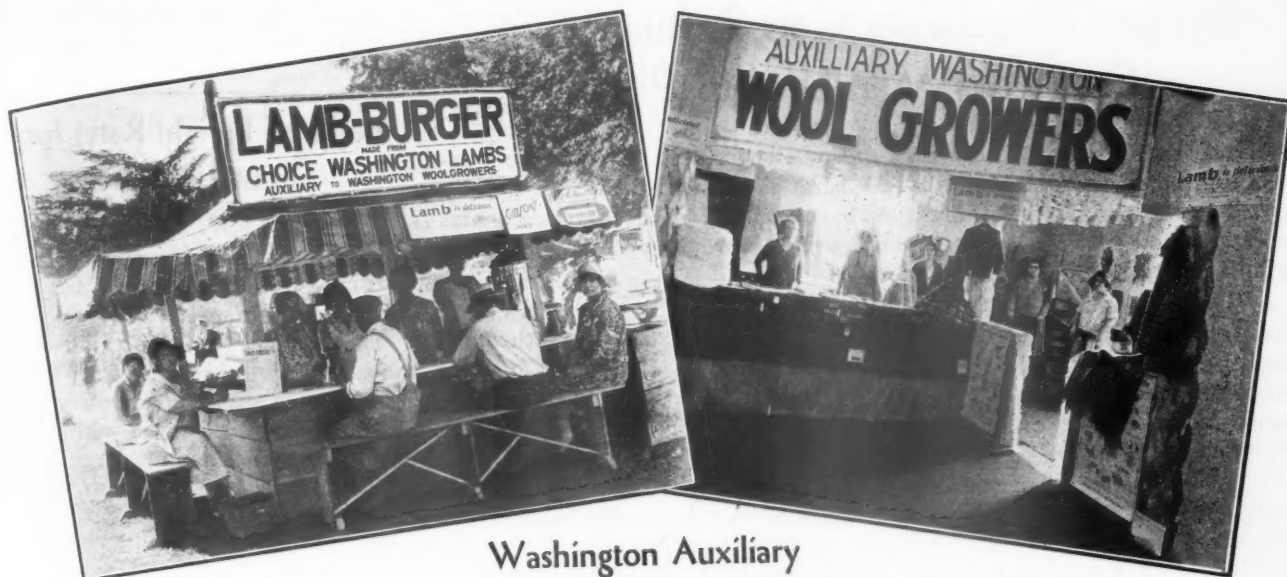
Very few lambs are being fed locally and a larger number of ewe lambs have been sold this fall than in 1930. No transactions in ewes have been reported around here, and about the same number will be bred this fall as in previous years.

The cost of hay and pasture lands remains at the same level as in 1930.

General observation seems to indicate that from 75 to 90 per cent of the wool growers will be able to pay the interest on their indebtedness this year. A few of them went "broke," and a few are on the verge now. Prices are too low for lambs and wool to place those heavily in debt on a safe footing.

Mancos

October brought us good weather, and while feed conditions locally are rather poor, those that use the winter range say that the forage there will be very good. Summer forest



Washington Auxiliary Pushes Lamb and Wool

There is no lack of enterprise among the ladies of the Washington Auxiliary. The pictures show a Lamb-burger Booth and a Wool and Fabric Exhibit managed by the Ladies at the Yakima Fair. To bring customers in to buy and eat Lamb-burger, handbills were distributed reading:

TOASTED SANDWICHES

At Filling Station No. 4—1st Avenue and West Yakima
Made from Yakima Lambs
It's Wonderful Food.

ranges were fair to good this year and stock generally look fine.

The number of ewes bred in this section will be slightly under that of last season. About the usual number of ewe lambs have been held back for replacements.

There have been no changes to speak of at present in the cost of pasture or leases on grazing lands.

I would say that the indebtedness on ewes at this time is about \$2 per head, and only about half of the sheepmen will be able to pay the interest on their loans this year. Some of them are already broke but cannot turn loose just now.

John W. Exon.

New Mexico

Ranges are generally good, some of them excellent, as a result of warm weather, and generous rains, some of them heavy. However, some southern localities are in need of more rain. Livestock are con-

sequently in good shape throughout the state. Forage crops were harvested in good condition.

Arizona

This was a warm month, and there were frequent showers rather well distributed, but generally they were too light to be of benefit, except temporarily. As a result range conditions vary from fair to excellent, but generally conditions are good for livestock. Considerable shipments were reported from some sections, but as pasturage is good this activity has not been hurried.

Western Texas

Ranges and livestock continue in fair to good condition generally, as a result of temperatures above normal, and good showers, some of them heavy but local, in the major grazing sections. Only a few sections report conditions below normal.

Rock Springs

There was a good rain last week (October 12) and the outlook for winter feed is good.

A few sales of yearling fine wools have been reported at \$3.50 a head; two and three-year-olds have gone at the same figure and some bands of mixed ages at \$3 a head. We do not have any crossbreds in this section. A smaller proportion of ewe lambs went to market this fall than in previous years. More men are going to try their luck at feeding lambs locally than heretofore. Cost of pasture or leases on grazing lands is slightly lower than it has been.

Ewes are carrying an indebtedness of about \$3 a head and I think only about 25 per cent of the growers will be able to pay the interest on their notes this year.

S. W. Dismukes.

Oregon Association Gets Results With Five-Year Membership Plan

"THE thoroughness with which sheep owners and bankers are convinced of the possibilities in the lamb advertising campaign is fully shown in the manner in which dues have come into the office," writes Secretary Holt of the Oregon Wool Growers Association to the National Wool Grower.

The plan of signing wool grower association memberships for a five-year term and with pledges for dues arranged to be collected through the banks was employed in the membership campaigns conducted by Mr. Erle Racey, representing the National Wool Growers Association in co-operation with the state secretaries in Montana, Oregon, Colorado and Wyoming.

"Under the terms of the five-year plan for supporting a lamb advertising program," Mr. Holt states, "members of the Oregon Association authorized drafts upon their accounts for one-half their annual dues on October 1. Of a total of 121 such drafts issued by the state secretary's office, there have been twelve unpaid drafts returned. Eight of these twelve came back from two banks which had closed their doors since membership agreements were signed by wool growers in July. This leaves a net of four sheepmen who signed to support the lamb campaign, but whose drafts were returned unpaid. This speaks volumes for the manner in which the members of the Oregon Wool Growers Association are digging down to support an activity which has such great possibilities as has the advertising program.

"These wool growers and their bankers look upon this as an investment and an expenditure just as logical as any of the other operating charges. The fact that some of the returns indicate overdrafts simply goes to clinch the argument that bankers see the importance of the plan to tell the consuming public about the merits of lamb in the diet. The officers of these financial institutions are well aware that other businesses have profited in a large way from a sensible, thorough-going and sustained advertising program. It is reasonable to expect that such program could be applied to a farmer's product."

Greater Lamb Consumption

THE following statement regarding the amount of meat now going into consumption was released from New York, on October 2, by W. Whitfield Woods, president of the Institute of American Meat Packers:

"The quantity of meat consumed in the United States so far this year actually has shown a slight increase as compared with the same period of a year ago, but the price levels at which the product has been consumed naturally have been very much lower than they were last year," Mr. Woods stated.

"Beef, for example, is now wholesaling from 12 to 29 per cent lower than a year ago, and 31 to 43 per cent lower than two

years ago; fresh pork loins are 32 per cent lower than a year ago; smoked ham, 19 to 27 per cent lower, and bacon, 35 to 40 per cent lower. Lamb, which declined sharply in price in the winter of 1930, is bringing about one-half as much as it did two years ago.

"In two years there has been an increase of approximately one-quarter in the total amount of lamb eaten in the United States. Very large supplies have been available.

"The packing industry is a relatively stable industry," Mr. Woods added. "Current consumption is determined chiefly by the supply available, rather than by economic conditions. When the farmer's animals are ready for market, he cannot hold them indefinitely, because of the continuing cost involved, but must market them promptly. If the resulting meat supply is small in relation to demand, prices of meat will advance; if supplies are large in relation

to demand, prices will decline to the point at which the product moves into consumption."

Reduced Freight Rates for Drouth Sections

A REDUCTION to two-thirds of regular freight rates was put into effect on October 28 for the western drouth area.

The reduced rates on livestock moved for wintering and on feeds shipped will apply in counties that have been declared to be within the drouth area and include large parts of California, Nevada, Utah, Montana and parts of other states.

The exact area for which the rates will apply has not been finally determined in some cases. Stockmen who find that their local railroad agents have not received the drouth rates should communicate with their state departments of agriculture or agricultural extension departments concerning their counties being listed as within the drouth area.

Livestock shipped out cannot secure the rate if billed to markets or to feed lots at public markets, nor is any reduction granted for returning shipments.

On shipments of feed, certificates must be secured from State or Federal Department of Agriculture officials stating that the feed is to be used in the drouth area.

Sheepmen's Calendar

CONVENTIONS

- National Wool Growers Assn., Salt Lake City—January 11-13, 1932.
- Texas Sheep & Goat Raisers, Del Rio—December 16-17, 1931.
- Utah Wool Growers, Salt Lake City—January 14, 1932.
- Oregon Wool Growers, Pendleton—January 18-19, 1932.
- Washington Wool Growers—January 21-22, 1932.
- Montana Wool Growers, Bozeman—January 25-26, 1932.
- New Mexico Wool Growers—February 4-5, 1932.

SHOWS AND SPECIAL EVENTS

- International Live Stock Show, Chicago—Nov. 28-Dec. 5.
- Great Western Live Stock Show, Los Angeles—Nov. 28-Dec. 5.

The Omaha Lamb Cooking and Cutting Demonstrations

By R. B. DAVIS

THE great value of lamb cooking demonstrations as a means of effectively expanding the work being done in the campaign for lamb was shown conclusively by a recent program in Omaha, Nebraska.

The program in Omaha was a special event conducted during the week of October 5. It was planned as an experiment by the National Wool Growers Association and the Colorado-Nebraska Lamb Feeders Association, sponsors of the lamb campaign, and it is gratifying indeed that the experiment was highly successful. The campaign sponsors now have definite proof, gained by actual experience, that the lamb cooking demonstration, properly supported by a newspaper and other local interests, is an educational feature of almost unlimited possibilities.

Excellent Cooperation Given

Advance announcements of the program, which appeared in the September issue of the National Wool Grower, stated that The Bee-News, Omaha daily, had agreed to act as sponsor. This newspaper fully lived up to all of its promises and is deserving of a great deal of credit for the success of the project.

Other active cooperators were the Brandeis

Stores, Radio Station KOIL, the University of Nebraska, Omaha high schools, the Omaha Retail Meat Dealers Association, the Omaha Retail Grocers Association, Omaha packers, and the Omaha Live Stock Exchange.

The Lamb Sales Campaign in November at Omaha

THE most valuable educational work done in Omaha through the cooperation of the National Wool Growers Association and the National Live Stock and Meat Board will be followed by an intensive lamb sales campaign opening on November 3 and continuing for four weeks.

The November lamb sales campaign is planned to realize and cash in upon the educational result of the demonstrations. It is being supervised by Tracy-Locke-Dawson for the National Wool Growers Association. Newspaper, billboard space and radio time will be used. Schools for packer salesmen are being held to instruct them in methods for increasing lamb sales. Calls are being made upon all of the 700 meat retailers to show them the support that is being placed behind them to increase lamb sales and to secure active cooperation.

Omaha was selected for this intensive undertaking because it has a large population and the sales of lamb have been extremely low. In this respect it is representative of a considerable number of large cities, especially in the central states. The work of establishing a larger lamb business in such cities through these demonstrations and sales campaigns will be extended. Methods will be modified in accordance with the experience gained to secure the maximum result from the employment of the funds contributed for this work by organized wool growers.

Omaha packers are given unusually strong cooperation. The details of this sales campaign will be printed in the December issue of the National Wool Grower.

The lamb cutting demonstration, which has won increasing favor throughout the country during the four years of the lamb campaign, was the basis of the Omaha program. Max O. Cullen, the demonstration specialist, made all advance arrangements in the city. This was a tremendous task and was accomplished in excellent fashion. It involved making countless contacts in order to secure the cooperation of the newspaper, the radio station, the Brandeis Stores, the retailers, the packers, and others necessary to the success of the program. Meetings and conferences were arranged, cutting demonstrations were given, and every means utilized to bring the many interests into line.

The program in this city was built around the cooking and cutting school which was held on Wednesday, Thursday and Friday afternoons, October 7, 8, and 9, in the auditorium of the Brandeis Stores.

"Meat" in School Name Proves an Advantage

The school was presented as the 20th Century School of Meat Cookery. The general term "meat" was used instead of "lamb," for it was felt that this

The SCHOOL of MEAT CUTTING and MEAT COOKERY

FRIDAY--The last day--at Brandeis Store--10th Floor This School of Cookery is different. New ideas. New methods. New demonstrations on the interesting subject--MEAT.

Two of the country's foremost experts will conduct this school--Miss Inez Willson, a national authority on household economy, famous for her lectures and demonstrations on the selection and cooking of meat; Mr. Max O. Cullen, widely known for his skill in proper, economic retail cutting of MEAT.

Many Novel Features Valuable Prizes

Practical Suggestions

You Are Cordially Invited to Attend the Last Session of This School

Friday - 2:00 P.M.

Bring Your Neighbors

MEAT COOKERY ADVANCE TO BE TAUGHT

SCHOOL TICKET DEMAND HEAVY

Favorite Recipes

Show Class Secrets of Cooking Meat

600 Attend Second Class of Meat Cookery School

Lamb Delicacies Explained to 700 at Cooking School

ADDRESS OPENS LAMB WEEK

FAVORITE RECIPES

MEAT COOKING TO BE SHOWN

Favorite Recipes

Wizard Carver Gives Demonstration

400 Women and Men Attend Meat Cookery School

You're Invited

A few clippings from different issues of The Omaha Bee-News which give an idea of the excellent publicity accorded the special lamb program. The material shown here is only a small portion of that which appeared in the columns of this newspaper. It will be noted that the word, "meat," was used in the title of the cooking school instead of "lamb," even though the program dealt with lamb only. This plan was followed in order to attract the widest interest possible. The idea proved of distinct advantage to the campaign.

would attract a wider interest and assure a larger attendance. Omaha is in a section of the country where the per capita consumption of lamb is far below the average. It was reasoned that women who did not serve lamb would be kept away from a school which they knew would deal with this meat only and, after all, it is these women, more than any others, who must be reached if lamb is to come into greater favor.

That this bit of psychology was well founded was borne out by the experience of the three demon-

strators during the school sessions. On the first afternoon the question was asked, "How many in the audience never serve lamb?" A score or more of hands were raised. A large number of women stated verbally and also through the questionnaires they were asked to fill out that they had never served lamb but had been converted to its use by the demonstrations.

A total of more than 1,500 housewives attended the three sessions of the school. Countless others were reached with information on lamb through daily radio talks and

through material appearing in The Bee-News.

Demonstrations Win Praise

The instructors for the school were Miss Inez S. Willson, prominent home economics authority on meat, and Max O. Cullen, lamb cutting specialist who is conducting the national campaign of demonstrations for the lamb interests. Miss Willson and Mr. Cullen did themselves proud in presenting a program which not only was most instructive but extremely interesting. Their work was praised highly by their audiences as well as by representatives of the industry who were present.

The auditorium stage upon which they worked was attractively decorated for the occasion and was fully equipped with handsome electric refrigerators, stoves, tables, etc., all of which were provided through the courtesy of the Brandeis Stores.

Leading Club Woman Presides

The program each day was given added prestige by the presence of Mrs. J. J. Hess, chairman of the American Home Department of the Omaha Federated Women's Clubs. Mrs. Hess served as chairman of the school and introduced the demonstrators. Her words of indorsement meant much toward assuring full effectiveness of the work.

Following the introductory remarks by Mrs. Hess, Miss Willson's lecture and demonstrations were presented as the first number on the program. Each day Miss Willson took up a different phase of the subject of lamb and prepared different lamb dishes. The members of the audience were provided with printed programs giving the recipes for the dishes prepared so that they might follow the work closely and have instructions to guide them in preparing the dishes at home.

On the first day, Miss Willson took as her subject, Meat--The Center of Every Meal, and, of course, in her discussion centered her attention on the use of lamb. She brought out the fact that the con-

sumer does not know as much about lamb as he should; that the old idea seems to persist that lamb means nothing more than legs and chops. Throughout her cooking demonstration she discussed the many different cuts of lamb which are available for tasty dishes and pointed out the advantages of making use of all of the cuts.

The dishes Miss Willson prepared were—roast stuffed shoulder of lamb, lamb steaks with currant sauce, lamb chops with horseradish cream, and noisettes of lamb.

The second day was devoted to special lamb dishes for special occasions and the dishes prepared were, crown roast of lamb, planked chops, and mock duck.

The third and final day covered the subject of Variety by Use of the

Economical Cuts. This demonstration showed how the less-demanded cuts of lamb can be converted into the most delicious dishes. The dishes prepared during this program were neck slices of lamb en casserole, lamb loaf, and lamb stew.

Menu Suggestions Appreciated

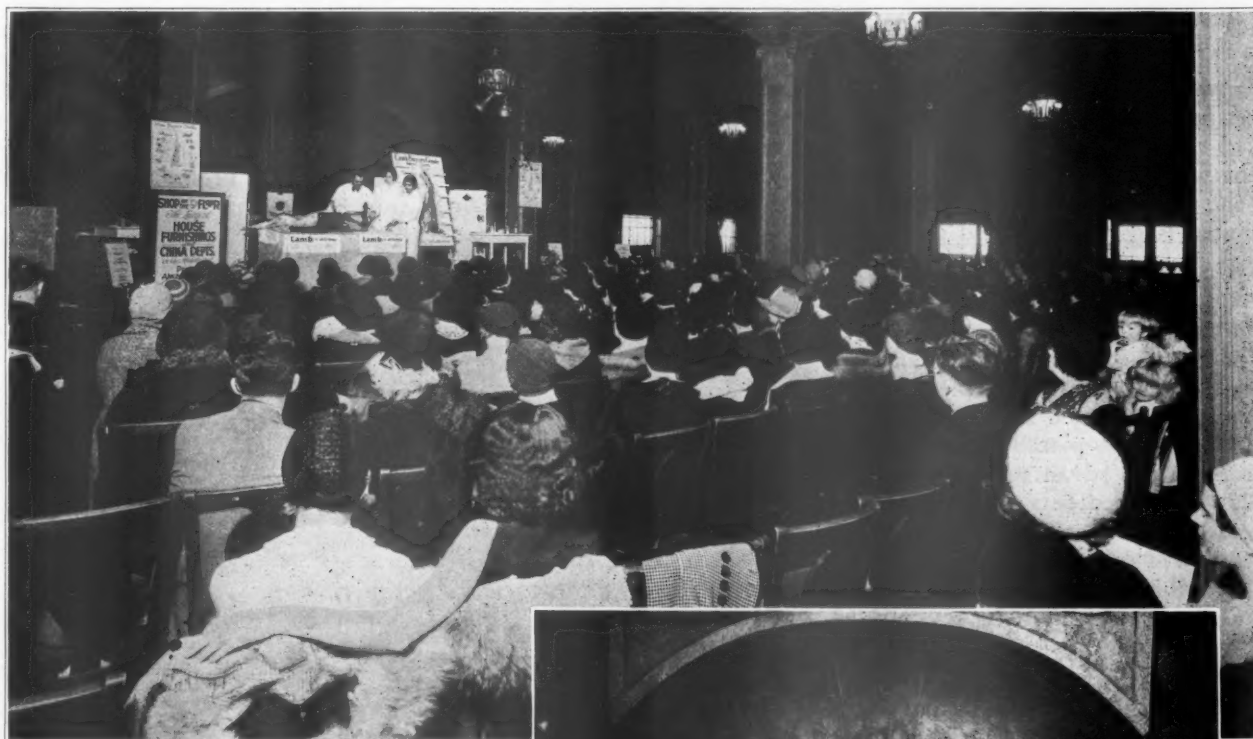
Each day, in addition to preparing the different types of lamb dishes, Miss Willson offered suggestions for complete menus with which these dishes would be most appropriate. The printed programs not only included these menus but gave recipes for the salads and desserts suggested. This additional instruction apparently was very much appreciated by the audiences.

Miss Willson's part in the program was followed by Mr. Cullen's dem-

onstration of the modern lamb cuts with which our readers are very familiar. His skill at fashioning the various cuts and his instructive lecture accompanying the cutting held the close attention of the audiences. The fact that both he and Miss Willson were asked many questions indicated that the women were vitally interested.

Questionnaires Bring Interesting Results

The questionnaires mentioned previously offered further evidence that the program as a whole had made a most favorable and, no doubt, lasting impression. These questionnaires carried a few simple questions for which answers were requested. The questions were: Do You Serve Lamb in Your Home? If Not, Why? How Often—What



AWAKEN NEW INTEREST IN LAMB AMONG HOUSEWIVES

Above—A general view of the school of lamb cookery held in the auditorium of the Brandeis Stores at Omaha on October 7, 8 and 9. Audiences such as this were present on each of the three days of the school.

Right—A close-up of the attractive stage. From left to right are: Max O. Cullen, lamb demonstrator; Miss Mildred Batz, assistant to Miss Willson; and Miss Inez S. Willson, home economics authority who conducted the lamb cooking demonstrations.





APT STUDENTS OF MODERN LAMB CUTTING METHODS

Scene in one of the Omaha packing plants showing retailers learning by actual experience how the improved lamb cuts are made. Instruction is being given by Max O. Cullen, who is shown in the center background.

Cuts? Can You Get Your Lamb in Your Market at All Times?

Answers given on the questionnaires not only showed that lamb is served rarely or not at all by most of the women present but also bore out the point that selection of lamb is limited largely to legs and chops.

Prize Winners Choose Less-Demanded Cuts

The award of the lamb cuts and prepared dishes as prizes at the close of the program each day indicated that the emphasis placed by demonstrators on the advantages of using the less-demanded cuts of lamb had its effect. Winners of the prizes were allowed to select the cuts they wished and it was interesting to note that selection favored those cuts which ordinarily go a-begging on the market.

While the 20th Century School of Meat Cookery was the central feature around which the Omaha program was built, there were other activities which carried the teachings of lamb much farther than could be expected of the school alone.

Radio and Press Reach Thousands

The radio program was responsible for reaching perhaps thousands of women, not only in Omaha, but

in the surrounding territory. To Radio Station KOIL goes the credit for making this program possible. The station donated time for a daily were given. In each talk a phase of the subject of interest to housewives was discussed and attractive recipes



LAMB CUTTING WINS FAVOR IN HIGH SCHOOLS

The above audience of 1,800 students at Omaha Technical High School is typical of the response to the demonstrations given in the city's principal high schools during the week of the campaign.

given. Listeners were invited to attend the school sessions.

Publicity for the program appearing in The Bee-News reached additional thousands. The Bee-News started its program well in advance of the school. For almost a month prior to that time the paper carried daily home economics articles on lamb by Miss Willson. These articles not only were valuable as a medium of education but served to

acquaint the women of Omaha and vicinity with Miss Willson's name, thus creating an interest in her, in preparation for her appearance at the cooking school.

Shortly before and during the school The Bee-News gave liberal space for news stories and display advertisements. The news stories were accompanied in most instances by illustrations and were a daily feature which did much toward the program's success.

High School Program Big Factor

Cutting demonstrations in the high schools of Omaha were an outstanding feature in the campaign which must not be overlooked.

On Monday morning a program was given in the auditorium of South High School. Seven hundred students of household arts and home economics, the maximum number which could be accommodated, were in the audience.

Tuesday morning the activities shifted to the Technical High School where an interested audience of

1,800 girls witnessed the cutting demonstration.

Twelve hundred students of North High School were assembled in the school auditorium for a demonstration on Wednesday morning.

An equally successful session was held on Thursday morning at Benson High School.

Lamb cut identification contests served to stimulate a great deal of

interest among the students at the high school demonstrations. Following the cutting each retail cut was held up before the audience for thirty seconds and the students asked to write down the name of the cut. A surprisingly large number named most of the cuts correctly, which would indicate that the demonstrations were well worth while. In one instance fifty per cent of the students named all of the cuts correctly.

Retailers Learn New Cutting Methods

Progressive retailers of the city appreciated the benefits to be derived from the campaign and joined readily in the spirit of the occasion. A practical school of lamb cutting was held for the retailers at one of the packing plants on the evening of October 5. Approximately fifty retailers and packers attended. Five of the retailers brought their knives and actually cut up lambs following the instructions given. These retailers purchased the lambs which they had cut up and utilized them

for special window displays at their markets.

Packers Report Increased Lamb Sales

On October 12, immediately following the week's activity in Omaha, a report on lamb business was obtained from the three packers in the city who handle lamb. The reports were based on business for the preceding two weeks. One packer reported an increase of twenty per cent in lamb business during the week of the campaign; another twenty-five per cent; and another

fifty per cent. One of these packers reported a sale of 120 lambs to one local chain of sixteen stores which capitalized on the lamb campaign. Under ordinary circumstances these stores would have handled only about six lambs in a week.

Campaign in Eleven Cities Successful

The success attending the campaign in Omaha was reflected in the program of cutting demonstrations in eleven cities of eastern Nebraska which followed. The University of Nebraska took a leading part in this project. Prof. W. J. Loeffel, head of the meats department at the University, accompanied Mr. Cullen throughout the itinerary. Professor Loeffel lectured on lamb and in several instances was called upon to give the cutting demonstration.

Cutting demonstrations were conducted at the high schools in Fremont, Norfolk, Hastings, Grand Island, Columbus, York, Fairbury, Beatrice, Falls City, Nebraska City, and Plattsmouth. In most of these places there were additional demonstrations for retailers, women's clubs and men's luncheon clubs.

Retail Lamb Prices in Omaha

Omaha retailers featured lamb in their advertisements in connection with the lamb cutting and cooking demonstrations and school. Top carcasses were costing 18 cents at that time. Retailers advertised legs of lamb at 18 cents, shoulder roast at 17 cents; chops, mostly 20 and 25 cents, and 35 for loin chops at one fancy shop. Breast and neck stewing meat was sold at the usual prices of 5 to 10 cents per pound.

LAMB ON THE RADIO

STATION K O I L, OMAHA—Wave Length, 1260

NOVEMBER 3
TO
DECEMBER 10

Wednesday, 9:45 A.M.
Friday, 10:45 A.M.
Central Standard Time



RETAILERS SHOW KEEN INTEREST IN LAMB CUTS

Max O. Cullen, lamb specialist, was called upon to demonstrate some of the finer points of the modern cutting methods for this group of leaders in the retail meat business of Omaha at the close of a meeting attended by some 200 retailers held in advance of the campaign to fully acquaint the trade with the project.

Left to right in the picture are: C. E. Stubbs, secretary of the Omaha Retail Grocers Association; Ernest Buffett, prominent Omaha retailer; H. J. Knudsen, president of the Omaha Retail Grocers Association; Mr. Cullen; and C. Christofferson, president of the Omaha Retail Meat Dealers Association.

Lamb Demonstrations in Chicago and St. Louis

IN the midst of the strenuous October lamb campaign in Nebraska, cutting demonstrations were given before two excellent audiences elsewhere without disrupting the Nebraska program in any way—one in St. Louis and one in Chicago.

An urgent request was received from the J. H. Belz Provision Company, one of the large packers of St. Louis, for a demonstration at a meeting of the retail meat dealers association which includes St. Louis and territory within a radius of 150 miles. The Belz Company acted on behalf of the Red and White Stores, one of its customers which was anxious to include a cutting demonstration in the program of the meeting.

In the meantime another request was received, this one for a demonstration at the annual Boston Store Cooking School in Chicago. Mr. Cullen had appeared on the program of the cooking school a year ago and his work was so highly satisfactory that they were anxious to have him again.

Both of these dates were filled.

The demonstration in Chicago was given on October 17, the final day of the cooking school. An audience of 2,860 housewives, by actual count, was present. Mr. Cullen was the principal speaker on the afternoon program. He not only demonstrated the modern lamb cutting methods but also told the women how the various cuts could be utilized in the menu to best advantage. That his lecture and demonstration accomplished a great deal of good was shown clearly by the close attention of the audience and the rounds of applause during his program and at the close. Many favorable comments were heard among the women which indicated further that they were highly pleased at having been brought this valuable information on lamb.

Mr. Cullen's demonstration in St. Louis was given on October 19 before the retailers' convention at the Jefferson Hotel. Two hundred forty were present and these men were unanimous in their praise of the cutting methods demonstrated.

Racey Honored by Advertising Federation

MR. ERLE RACEY, whose name has become familiar to readers of the Wool Grower, was elected last month to the governorship of the Tenth District Advertising



ERLE M. RACEY

Federation of America. This is the largest district in the country in point of geographic territory covered and number of clubs holding memberships. It encompasses all of Texas with the exception of El Paso and from Oklahoma City to Mexico City.

This recognition of the esteem in which Mr. Racey is held in the advertising world is of interest to the thousands of wool growers who have profited by hearing his message of "Eat More Lamb" as he has carried it through California, Mon-

tana, Oregon, Colorado, and Wyoming. The Tracy-Locke-Dawson firm for which Mr. Racey is account manager, does a regular business in placing advertising for national manufacturers and producers, but is unique in the business and merchandising service and study given to the products of its clients.

The convention at which Mr. Racey's elevation took place was held in San Antonio, Texas. The leading paper of that city, in reporting the action, outlined Mr. Racey's career:

Mr. Racey was formerly a resident of San Antonio, having moved there with his parents from Indiana about twenty-five years ago. He received his grade and high school training and was graduated from Main Avenue High School in 1915. He carried a San Antonio Express newspaper route when in high school and also later owned two downtown business routes for the San Antonio Light.

He was inter-scholastic league debater, representing Main Avenue High School in 1915 and received a scholarship to the University of Texas, by virtue of representing the school in the final contest. He entered the University of Texas in the fall of 1917, withdrew in November and enlisted in the army and was in service fifteen months overseas in the A.E.F. in Ordnance Headquarters. Following the war, he resumed the University of Texas course in the fall of 1919 and received his B.A. degree in 1924. While at the university, he represented the university for two years on inter-collegiate debate teams, thus gaining membership to Delta Sigma Rho honorary forensic fraternity. He was president of the Rusk Literary Society there and served two years as advertising manager in the Daily Texas newspaper and won prizes in debate, extempore speaking and after-dinner speaking.

Mr. Racey has been active in advertising club work, having been secretary-treasurer and vice president of the Tenth District A.F.A. He sponsored the University of Texas Board of Lectureship on advertising subjects through which nine leaders in practical advertising work of the Southwest delivered lectures to the business administration and journalism student bodies.

Mr. Racey is a 32nd degree Scottish Rite Mason, is married and lives at 4413 Irving Avenue, Dallas, Texas.

The first nine months in 1931 Mr. Racey has assisted the National Wool Growers Association in fund raising and organization work in the twelve western states, preparing for their national advertising campaign on lamb meat. Tracy-Locke-Dawson has been appointed to direct the campaign.

The Battle of the Textile Fibers

Popularity of Wool for Women's Wear—Price Competition with Cotton and Rayon

By A. W. ZELOMEK

Statistician-Economist Fairchild Publications and Borsodi Analytical Bureau

IT hardly requires any statistical evidence to substantiate the fact that the American woman has increased the number of woollen garments in her wardrobe during the current season. Neither does it require any material evidence to prove that this increase in the quantity of woollen garments has been gaining momentum during the last two years.

This increased consumption is apparent not only in the smarter shops in the 57th street and Fifth Avenue district of New York City, but on Michigan Boulevard in Chicago as well, and is also beginning to be reflected on the Main streets of various sections of the country.

Probably one of the explanations that can be offered for the record wool consumption in America during the current year, is the increasing acceptance of woollen fabrics by the women's apparel industry.

The gain in consumption during the current year has been greater, as compared with the previous year, than for any corresponding period in recent years. The total increase has exceeded 50,000,000 pounds for the first eight months.

At the 1929 annual meeting of the California Wool Growers Association at San Francisco, the writer stressed the possibilities existing for the development of women's apparel from a wool standpoint. He asserted that, "a proper cultivation of the potentialities existing in this industry, through a vigorous campaign not only to make woollen fabrics more attractive but actually more desirable than fabrics made from the competing fibers, would do more for wool consumption than almost any other conceivable effort." Subsequent developments

have borne out this contention of November, 1929.

The expansion of consumption of woollen fabrics by the women's apparel industry has resulted as a consequence of the following factors:

1. A more favorable competitive relationship between wool and other textile fibers.
2. Better styling.
3. Lighter weight fabrics.
4. More aggressive sales pressure.

Probably the most important of these is the first named. It could hardly be expected that wool would resist the downward pressure on prices, especially with increasing production and consumption of silk and rayon, and the markedly lower prices of cotton, silk and rayon. Cotton prices have been declining steadily so that the low point recorded recently of $5\frac{1}{2}$ cents was the lowest since 1898. Silk prices have recently descended to a new all-time low, or below \$2 a pound, while rayon prices at 75 cents a pound, compare with \$2.50 in recent years.

The writer has pointed out, from time to time, that one of the maladies of the textile industry is that it not only competes with other industries for the consumer's dollar, but carries on an even severer internecine warfare between members of its own group, arising from the fact that the fibers are readily substituted for one another in response to such forces as the whims of fashion, the relative cost of each class of fiber in relation to the other, the supply of one fiber at a particular time, and the fact that with the exception of rayon, the production of textile fibers belongs to the group of industries called genetic,

because their output depends not only on labor and capital but on natural forces such as weather and fertility of soil.

Studying the relationship between wool and the other fibers, it can be discerned that wool, in relation to cotton, silk and rayon, was relatively higher during most of 1924 through 1928. However, the spread between the various fibers had begun to narrow, so that during the latter part of 1929 there was practically no spread between silk, cotton and wool. Comparing the Fairchild index of actual wool prices with the estimated price based on the other fabrics—cotton, silk, rayon—and also the general price level, it can be seen that the recent decline in wool prices has served to widen the spread between the actual and the estimated price.

Whereas actual wool prices, based on this study, were 23 per cent higher in December, 1924, the actual prices in September, 1931, were 16 per cent lower as compared with the estimated prices. This is the widest spread since November, 1929, when it was 39 per cent lower for the actual as compared with the estimated.

The significance of the decline in wool prices can be further gathered by an examination of today's levels as compared with those of pre-war times. While the average price of eight numbers, based on the Fairchild Domestic Wool Index was $53\frac{3}{4}$ cents per pound for the years 1911-13, the price as of the week ending October 16, was only $50\frac{1}{8}$ cents per pound. It acquires additional meaning when it is considered that today's prices take into consideration the 34-cent duty on scoured wool as contrasted with free wool prior to the war.

This enhanced competitive relationship of wool should enable it to maintain or to offer increased competition in the women's apparel field. At the same time, it should also tend to minimize the onslaught to be anticipated from cotton due to its very low prices.

That the revival and subsequent unconditional acceptance of woollen fabrics by the women's apparel industry would mean increased wool consumption and an improved price, is obvious upon a study of the wool piece goods production, particularly dress goods, over a period of a quarter of a century.

The Industrial Research Division of the Wharton School of Finance and Commerce, University of Pennsylvania recently issued an analysis of wool piece goods manufacture. According to this survey, total wool piece goods produced in 1889 was 265,206,000 square yards, of which dress goods constituted 127,258,000 square yards, or almost 50 per cent of the total. In 1909, when wool piece goods production reached a record total of 493,150,000 square yards, dress goods approximated 217,250,000 yards of the total.

The extent of the diminishing importance of the women's apparel field as a consumer of woollen piece goods, is demonstrated by the fact that out of a total wool piece goods production of 373,242,000 square yards in 1929, only 49,020,000 square yards, or barely more than 12½ per cent, were dress goods. Wool dress goods production per adult female, according to this study, had declined from 5.6 square yards to 1.1 in 1929. It can, therefore, be seen that the disappearance of demand from the women's apparel branch assumed such proportions that unless a halt was maneuvered, the American wool grower would find that his production would nearly have approximated the demand, as contrasted with his production equalling only about 50 or 60 per cent of the demand.

As pointed out at the beginning of this discussion, the increasing demand for woollen fabrics by the

women's apparel industry became evident in the fall and winter of 1929-1930. This was clearly shown in the style indexes compiled by the Borsodi Analytical Bureau. Some indication as to the extent of growth is illustrated by a comparison of the fall and winter indexes of dresses and coats and suits during the 1929-30 season, as compared with 1930-31 and the current season. The cumulative index for dresses in August, 1929, was only 24.18, compared with 28.26 on August, 1930, and 42.07 in August, 1931. The coat and suit index in August, 1929, was 78.24, compared with 79 in August, 1930 and 88.22 in August, 1931.

According to the style indications of the Borsodi Bureau, the outlook for spring and summer demand for woollen fabrics in both coats, suits and dresses, is more promising than it was a year ago. Whereas the index as of the end of August, 1930, for dresses for the 1921 spring and summer season, was 7.88, the index as of the end of August, this year, is 10.6, which is the highest for which records are available for the last four years.

The contention has been forwarded that one of the reasons for the declining demand for woollen coats has been the increasing consumption of furs in America. It is interesting to note that the fur demand has declined during the last two years, or since the inception of the renewed popularity of woollen fabrics. In the light of available data, fur sales, by dealers, have declined from a peak of \$14,227,000, average monthly total in 1927, to only \$5,908,000, the average monthly total in 1930.

Various items of information available to the writer justify the conclusion that the present improvement in wool consumption by the women's apparel industry should continue somewhat longer. It also warrants the assertion that whether this will extend much further will depend on the efforts exerted by the industry to continue the appeal of wool not only from a style standpoint but also from the point of

view of price and competition relationship.

There is no question that the duel between the various fibers for the consumer's dollar will continue to be intensified, especially in view of present low prices, and that the industry will also have to compete with other industries for the consumer's dollar, which has shrunk considerably during the last few years.

Colorado Reduces Land and Livestock Valuations

THE Colorado Board of Equalization recently made a 20 per cent cut in the assessed valuations of all grazing and cultivated lands.

This follows a reduction of 19 per cent also made this year in the assessed values of livestock in Colorado. The valuation of Colorado sheep for taxation purposes was lowered to \$3.50 per head, covering all classes and ages. In 1930, this figure was \$5.50, and in 1929, \$8.00 per head.

California Lamb Shipments

A TOTAL movement of 523,600 lambs from the 1931 California crop to eastern markets is reported as the estimate of the California Wool Growers Association. The number compares with 537,000 in 1930, and 578,000 in 1929.

California's lamb crop this year was 9 per cent of the production for the whole country and the consumption within the state in 1930 was 11 per cent of that for the United States. The state is one of the heaviest lamb consuming areas in the country, being equalled only by the North Atlantic region. The outward movement comes practically altogether from the early spring crop, and is over in June. Later in the year, California draws on other states for a considerable part of its supply.

There was an increase this year in the shipments of dressed lambs, over 62,000 carcasses going east as compared to 23,000 in 1930.

WOOL MARKETS

Reported and Discussed by

The National Wool Marketing Corporation

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Directors of The Corporation

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Monthly Report of the National Wool Marketing Corporation

MANY things have happened during the last month to bring very forcibly to our minds the seriousness of the present situation and the possible effects on all business, including all lines of the textile business and the wool growing industry, and it is a problem more serious than we have had to face at any time since the organization of the National Wool Marketing Corporation or, in fact, at any time for a great many years in the wool growing industry.

The complicated situation with which we are now confronted is so world-wide, and influenced by so many conditions other than what actually exists in the wool markets of the world, that it makes the forecasting of the trend of wool values much more difficult than we have ever seen it. For several years we have been confronted with a gradually declining commodity market, and it has been the opinion of many economists of the country that commodity values have been very well liquidated. Some large speculators have felt this so strongly that when cotton, for example, reached the low level of 10 cents a pound, they went in and speculated quite heavily, only to find that it declined to about 5 cents a pound. In other words, the old chart, which so many people have followed for years, and on which they have based the decision that when commodity prices go below the cost of production it was the time to buy them, does not hold good any more. In the past

this policy has been followed, and money has been made by stocking up at times that commodity values went below production costs, but with the surplus with which the world has been confronted we have to look to other influences before definitely deciding that the bottom has been reached.

At the present time these influences are largely financial and political. The world is so upset in both directions that there is a decided lack of confidence on the part of the people of the country who have money to invest, and until confidence is restored an upward

trend of values cannot be expected in general. What is wrong with the whole situation a great many people have tried to explain, and a great many theories have been advanced that have eventually turned out to be only theories, and when put to the test would not hold water. Something is wrong, and experience alone is going to tell us what this is. Just how, why, and when confidence will be restored is something that we all would like to know, because unquestionably this will be the turning point in the greatest depression this country has ever experienced.

The only person who has not been affected by this depression is the man who has been earning money and has spent it. Anyone who has owned anything to sell or had any money invested has been hurt, some lines of business being affected much more than others. As badly

THE WOOL MARKET ON NOVEMBER 9

INCREASING inquiries with slight improvement in few bids adds somewhat better outlook to wool market at present. Some dealers are more optimistic than others with mixed sentiment on prospects for increase. Wool is hard to find at bargain prices and dealers are showing much less tendency to grant price concessions than a week ago. Repeated rejection of below market bids by National Wool Marketing Corporation has done much to hold market firm.

Many mill workers on strike at Lawrence, Mass., for past five weeks, started returning to big mills. This is encouraging because Lawrence uses large quantities of fine wool. Dealers and all of trade hopeful for success of wool week to stimulate retail buying and thus increase future orders for depleted stocks in stores. Mohair market very quiet.

National Wool Marketing Corporation.

as the wool growers have been hit, wool is still in a more favorable position than most other commodities. With our own country consuming more wool than it raises, and a high tariff wall protecting us, we are in an enviable position from the standpoint of other raw materials that are on an exporting basis and have to meet the competition of world markets. This, coupled with the information that the National Wool Marketing Corporation is performing, makes a strong situation.

We were much encouraged by the business that we had during the summer months and, in fact, up to the latter part of September it looked as though we would experience an active wool market. Certainly it appeared as though much business was in the offing, and with small stocks of goods on hand and many manufacturers running full with orders ahead we did not expect such a decided let-up as occurred.

About this time, however, the foreign financial situation became extremely serious, more so than anyone actually realized. First, Germany went through a most critical period, which was not so surprising, but when England—which has always been looked upon as the soundest country in the world as far as credit is concerned—suddenly became aware of the fact that her position was such that she had to abandon her gold standard, it was a shock to business universally and a very glaring reminder to the people just how grave the situation was. Previous to this, in the summer time, President Hoover's moratorium plan had brought to our minds that something had to be done to lessen the burden of debt that was hanging over all the countries of the world, but the general feeling was that England would be able to weather the storm without such a drastic move. This liquidation of the pound sterling put England in a very much better condition to compete with foreign countries, and it has stimulated trade in England, and all commodity prices have advanced as the pound sterling declined. While this business may help England, it is taking business away from European countries, so it can hardly be looked upon as an optimistic argument as far as this country is concerned.

When England went off the gold standard there were a great many rumors that other countries might, and some of the smaller ones did. It was even talked that the United States might not be able to maintain her gold position, with the result that everyone became afraid of what might happen. Not only did people who had money refuse to invest it, but a great many of them sold their securities at the best price they could get and are holding the money in cash, with the result that today the amount of actual cash hoarded in this country is enormous.

This condition has put business and banking institutions in the country in a very nervous state of mind. Everything is being done that can be done by the governments and large institutions to cope with this situation, and recently Mr. Hoover's large credit corporation has been organized and will be operating in the

very near future; but again, the necessity of this brings to our minds the seriousness of the situation. This credit corporation is going to be able to furnish new rediscount privileges for a great many frozen assets in the country and undoubtedly will relieve the very tense condition that is existing with a great many banks. It should open up the way for new lines of credit that will hasten recovery.

On top of all this the wool and textile industry has found itself confronted with a serious strike in the City of Lawrence where about two-fifths of the country's worsted machinery is located and where 50 per cent of all the fine wool is combed. This strike was brought about by the manufacturers' decision to make a 10 per cent reduction in wages. With living costs declining and other manufacturers having already reduced wages, these mills did not anticipate any strike. But the labor situation in Lawrence has always been a difficult one to handle, and they now find themselves in the midst of a bad situation there; while we are hoping they will settle this strike in the near future the general opinion is that it may be quite a long-drawn-out affair. Although a considerable business will be diverted from Lawrence to other mills not affected by the strike, this inactivity, especially if prolonged, is likely to react unfavorably on wool consumption. There is a substantial amount of latent business to be placed in New York and no doubt many fabric buyers are waiting to test out a little further the Lawrence strike before placing this business in other directions. As we view it, a strike of this kind is an unhealthy condition, and while it may force other mills into the market, in the end it will do us no good.

With so many adverse conditions before us it is difficult to lead one's self to believe that we are going to have an advancing wool market, but it is not difficult to see the very important part that the National Wool Marketing Corporation is playing to keep prices from going to ridiculously low levels. Should we adopt today a policy of selling freely at low offers, with the lack of general demand that exists, prices would materially decline. It is our purpose to avoid just such a condition as this and do everything possible to be the balance wheel to a most uncertain situation that might develop to be very panicky if it were not for our efforts. Feeling this to be the best way to aid the wool growers of the country, we have passed up a little business that has been in the offing during the last month to show to purchasers of wool as well as the independent dealers that we were doing everything we could to maintain values, and we have very frankly told the dealers that it is very much to their interests to pursue a similar policy because nothing can be gained by cutting prices. The result has been that our volume of sales has not been large, but we have avoided up to date any serious decline in values.

Every constructive thing that we can think of is being done to aid the wool growers during this period

by stimulating trade, trying to originate new ideas to further the consumption of wool and mohair, and we will continue to work diligently to restore the wool-growing industry on the basis where it belongs. One very constructive thing that we are attempting is National Wool Week, which starts November 9. The National Wool Marketing Corporation was the originator of this idea, got together all branches of the industry, and is going ahead now with a united front to put this Wool Week over in a big way that we think will have a very far-reaching effect toward increasing the consumption of wool and mohair in this country. The response all over the country to this Wool Week idea has been most gratifying. Very interesting and very extensive plans have been laid to put it before everybody in the United States as far as possible, and this, coupled with the "Wish It With Wool" Christmas idea that has been sent out to all the local associations, certainly should have an important effect.

It is possible that just such a thing as Wool Week may be responsible for a turn in the textile outlook. It would not make a great deal of demand for wool and worsted goods to create an active wool-buying period, because the stocks of goods are small. Manufacturers are in a position to turn quickly and put out a large volume of goods at short notice, and we are hoping that history will repeat itself and that wool will lead the way to a revival of business. The trend of wool prices has always led not only other commodity prices, but investment values, and a repetition of this now would be most gratifying. There is no question but what confidence the world over, which is so necessary, will almost immediately be restored when commodity values begin to rise and investors realize that what they refuse to buy today will cost them more tomorrow.

This market report is probably going to appear very pessimistic to almost everyone, but we do not

believe it wise for a grower-owned and controlled organization such as we are to paint anything but the most accurate picture of the market. Too many wool growers in the past have been misled by over-optimistic reports after they have shipped their wool east and over-pessimistic reports during the wool-buying season when they have offered their wools for sale. It will be our custom at all times to be frank and try to keep the wool growers well advised of the true conditions. The wool market can turn very abruptly, and while values are a little lower today than they were at shearing time we have certainly not given up hope of satisfying the loyal supporters of our organization.

Many arguments warrant optimism. When the wool market definitely turns the reaction is usually substantial. This has happened many times in the past and is going to happen again. The time may be near at hand and if some of the difficulties are straightened out and the tide should turn in general business, the outlook for wool would be especially encouraging because foreign markets are very firm and have a rising tendency. It is the opinion of the best students of the foreign situation that regardless of the breadth of the financial liquidation that is taking place wool values will respond to at least their present relative basis. Today this basis is well above parity of domestic wools so that settlement of conditions in this country

which would put us back on the consumption basis of last summer would positively necessitate the importations of substantial quantities of foreign wool with the result that our market could very easily advance 15 per cent to 20 per cent to meet this important basis.

WISH IT WITH WOOL

THE unusual success achieved in National Wool Week makes still more important the benefits to be obtained from making this a Wool Christmas. So we say: "Wish It With Wool."

Unsold Wool on Hand

A TOTAL of 189,670,063 pounds of unsold wool was on hand on October 15 in Boston, Philadelphia, Chicago, St. Louis, and Louisville, according to data compiled and furnished by the National Wool Marketing Corporation and the independent wool dealers.

Of this total, 185,719,805 is domestic wool, made up as follows: 151,781,937 pounds of Territory, California and Texas wools (in the grease); 20,928,423 pounds of fleece wool, including Minnesota, Iowa and Missouri wools; 6,348,752 pounds of pulled wool (in the grease); 6,660,693 pounds of scoured wool.

It is estimated that at least 40,000,000 pounds of the domestic stock is strictly clothing wool, which leaves 145,000,000 pounds of combing wool, of the following grades: 102,000,000 pounds of fine, fine medium; 22,000,000 pounds half-blood; 7,000,000 pounds three-eighths; 9,000,000 pounds quarter blood; 4,000,000 pounds below quarter blood.

The amounts of foreign wool held by the Corporation and wool dealers totaled 3,950,258 pounds and included Merino and fine medium crossbred wools, but no low crossbreds.

The Department of Agriculture's estimate for the amount of shorn wool produced in the United States for 1931 is 367,655,000 pounds. During the first nine months of the present year, the total mill consumption of domestic wool was around 252,268,000 pounds. Even at the average monthly rate of consumption during this period, the reported stocks of wool in Boston for November 1 would be sufficient to supply mill requirements only for another six months, or about March.

With the indicated higher rate of wool consumption in coming months, it is evident that present stocks will be exhausted early in the New Year. When the Boston market goes upon an importing basis, holders of any remaining domestic supplies should be in a position to obtain practically the full amount of the protective tariff in addition to the foreign values.

National Wool Week

SUCCESS of National Wool Week, November 9 to 14, will be tremendous throughout the West and in our principal wool-growing states, as well as in the large consuming centers of the East. In every state, from those producing raw wool, to the distributing states of the Atlantic seaboard, the Wool Week idea has spread by leaps and bounds since its inception. Growers, manufacturers and retailers alike have recognized the great possibilities of furthering wool interests during the Week.

Backed by widespread publicity extending over the past three months and accentuated by endorsement of governors, senators and leaders of the wool industry, the public has been made thoroughly conscious of Wool Week, and its scope will include every wool-consuming state in the United States.

Ushered into being by the National Wool Marketing Corporation at a small meeting in Washington in August, National Wool Week has grown consistently as each successive individual and organization grasped and approved the idea. Each has added extra force and weight to this important week which will mean much in the consumption figures of the nation's wool.

After the Washington meeting, the National suggested a meeting in New York in September. This was attended by enthusiastic leaders in the wool growing, wool marketing, manufacturing, cutting up, retail and wholesale trades. The spirit of cooperation reigned among all and it was agreed to conduct the campaign for Wool Week at the least possible cost and with individual effort instead of expensive advertising campaigns, this being necessary in view of present conditions which have affected all members of the wool industry.

Keynoting their plans for boosting Wool Week with slight cost and with full cooperation, special committees met again and began actual work on the event which will mean so much for the industry. The National and its selling agents, Draper & Co., had the largest attendance at all meetings, thus bringing good representation to western and middle western wool growers. Since the beginning of actual plans for Wool Week, the National has had all of its forces active in all lines to further the occasion for the good of wool growers.

Western associations and growers have been quick to grasp the significance of Wool Week and have done much in the wool growing states to promote the occasion, while in the eastern sections, big wholesale and retail stores have conducted special campaigns to insure great sales of woollen goods during the period.

The success of Wool Week is virtually assured, providing all concerned wind up the final week of

promotion with intensive programs which will make the public and the press more conscious than ever of the event in every way.

Just how Wool Week will help the grower dispose of raw wool is simple. The majority of purchasers of textiles and clothing for wholesale and retail stores have lacked confidence to enter into the fall months with plentiful supplies of materials on hand and the majority of stocks, though of great variety, are lower than usual. Extra purchasing and heavy consumption during Wool Week, through stimulated buying in retail stores all over the nation, will be an excellent boost toward larger orders to mills for re-stocking and these in turn will buy larger stocks of wool to continue filling orders. Because of general unsettled conditions, this "under-stocking" situation is prevalent from mill man to retailer, it has been observed by experts.

Therefore, every wool grower should call upon his community and his stores and newspapers to support National Wool Week.

The Daily News Record, New York trade and garment paper, has commented upon Wool Week as follows:

It is doubtful that what is hoped for Wool Week could have come at a better time. Those who are promoting it point to the psychology of the position of wool goods in so far as the public is concerned, maintaining that this is the best possible opportunity that the industry has ever had to impress on the general public the salient features of wool fabrics for clothing purposes.

In the spring there was opposition to the soldiers' bonus. However, it contributed handsomely to the success of the textile and wool business for the first eight months of the year. It assisted also in moving some accumulations by creating a market. The real business needs a stimulus in the absence of an early development of cold weather.

There is no reason why Wool Week cannot be regarded as providing an opportunity for the creation of enthusiasm for the buying of clothes at the time of the year when men are more conscious of the necessity of doing so. In short, what the soldiers' bonus was to spring business, Wool Week can be made to supply for the fall activities.

In the absence of sufficient business, the most logical thing for sellers to do is to get behind Wool Week for all they are worth, creating as much interest as possible, because it is around the time the majority of men's wear houses are starting on the road. They will then need all the support that they can get.

Sensing these factors from the start, the National has made every effort to bring leaders of the entire nation into line on National Wool Week and its tremendous possibilities. It has largely succeeded through personal contact and through personal meetings with these large consumers of raw wool. At the same time many beneficial future contacts have been made and much good will has been created, while consuming mills have learned more of the problems of wool growers and the National has had a close insight at the troubles of consuming channels.

General and closer cooperation of all industries has finally been achieved and the past month has found all working for the one big important purpose—assured success of National Wool Week.

"Lamb is Always in Season in Idaho"

EXCELLENT work has been done during the present year by the Ladies' Auxiliaries to the wool growers' associations in all the states that boast of such organizations. Accomplishments in this line of endeavor by the auxiliaries in Utah, Arizona, Washington and Oregon have been recited in previous issues of the Wool Grower. The following discussion prepared by Miss Marion M. Hepworth, state home demonstration leader for the University of Idaho, tells of the very fine lamb program carried out in Idaho this year under the name of "Lamb is Always in Season and Use the Forehalf." In this program the Ladies' Auxiliary of Idaho Falls, the Idaho Wool Growers Association, the Animal Husbandry Department of the University of Idaho, Mr. E. F. Rinehart, extension animal husbandman, and the State Home Demonstration leader, cooperated.



MARION M. HEPWORTH
State Home Demonstration Leader,
University of Idaho

TO more fully utilize lamb as a food and to have more people know the importance of using the whole carcass, a program taking into consideration various possibilities as the best means of accomplishing this has been conducted this year in Idaho. The Idaho State Wool Growers Association and the Ladies' Auxiliary of Idaho Falls and the Animal Husbandry Department of the University of Idaho and the Extension Animal Husbandman, together with the State Home Demonstration Leader, started a series of demonstrations known as "Lamb is Always in Season and Use the Forehalf." These demonstrations were planned to help bring about a more complete utilization of lamb and also to emphasize the fact that lamb is available the year around.

The first demonstration was given at the annual meeting of the state association held in Idaho Falls in 1930. This first demonstration consisted of the cutting of the whole carcass of lamb by a local meat cutter and calling particular attention to such cuts as the rolled shoulder, rolled breast, Saratoga chops, etc. The State Home Demonstration Leader prepared these cuts for use by cooking and also showed suitable

garnishes and accompanying vegetables to serve with each cut, all of which were Idaho products. Lamb was the center of interest, but this interest was further stimulated by calling attention to the fact that lamb is particularly suited to serve with many Idaho vegetables. Rolled breast of lamb was garnished with glazed apricots, parsley, whole cooked onions, and string beans; the rolled shoulder of lamb with cinnamon apples, curled celery, browned potatoes and watercress; Saratoga chops served with spiced pears and peas and parsley; baked neck slices, garnished with vegetable relish, buttered carrots, parsley and glazed prunes, and the more regal crown roast of lamb, garnished with whole cooked onions, cinnamon apples, cauliflower and endive, were used in the demonstration, all Idaho products, but with lamb the feature of the meal.

From this first demonstration, the program has travelled a long way. Immediately requests came from different parts of the state for the same demonstration, and it occurred to those working closely with the State Home Demonstration Leader, that there were other possibilities in advertising the value of lamb as a

food and new features were added. The same type of demonstration has been given before varying types and groups, such as the Catholic Women's League, Federated groups, P. T. A. groups, Relief societies of the Latter Day Saints Church, leadership meetings, Feeder's Day programs, wool pool meetings and economic meetings and groups of women meeting especially for the demonstration.

Out of the small start made in Idaho Falls, 15,733 women have attended the demonstrations showing the preparation of the various cuts of lamb, featured with various Idaho products, and it is a safe guess to say that out of this there will be found 12,000 women who are helping to utilize lamb more completely and to keep before the public the fact that lamb is always in season and the whole carcass must be used if the price is to be within the reach of the average household.

New possibilities developed out of the original demonstration. One of these was to call to the attention of hotel and restaurants the possibility for helping to increase the demand for some of the less used cuts of lamb by featuring it in their menus. The response was hearty. Leading

hotels in the state and the best restaurants featured on their menus rolled shoulder of lamb, Saratoga chops, etc.

Local market men have cooperated in showing the possibilities of using the whole carcass and the disadvantage of using only leg of lamb and lamb chops.

The secretary of the Idaho Wool Growers Association, Mr. M. C. Claar, has assisted when it was impossible for the local market men to help with the cutting of the lamb. Wool growers' wives and county agricultural agents have arranged for the demonstrations to be given. The Animal Husbandry Department and the Extension Animal Husbandman, together with the state association have suggested places for the demonstrations.

The Business and Professional Women's Club of Idaho cooperated in this "Eat More Lamb" campaign, by requesting their members to order lamb as they ate out. At their annual meeting held in June at Caldwell, Idaho, lamb was featured as a food and was dramatized. Mr. D. Sid Smith, president of the Idaho Wool Growers Association, appeared on the luncheon program and gave a few facts concerning the history and the economic importance of the industry to the state. Lamb was featured in the meal and Mrs. Emma Yearian, one of the sheep growers of the state, was crowned queen of the wool growers. The crown was a crown roast of lamb and the whole affair was an event of their annual meeting. It would be difficult for any of the business and professional women who attended this meeting not to have been impressed with the importance of lamb as a food and with the realization that the sheep industry meant something to the State of Idaho and the country as a whole.

Another phase of advertising was one in which the women wool growers of Idaho Falls assisted again. This included various markets making window displays of the whole carcass of lamb, with rolled shoulder, rolled breast, neck slices and Sara-

toga chops. Rolled shoulder of lamb was prepared for each market by the State Home Demonstration Leader and District Home Demonstration Agent, and was placed in the window with the ready-to-cook cuts. An interesting result was the sale of twenty-one lambs at one market that day; another market sold eighteen rolled shoulders, and there was a general increase in the interest and utilization of lamb.

The importance of reaching new communities of Idaho led to the inclusion in the Vacation Camp programs, which is a feature in the Home Demonstration program, the subject, "Eastern Markets and Idaho Products" with lamb as the product. This talk was given by Mr. O. A. Fitzgerald, director of publicity at the University. This was followed by a demonstration, given by the State Home Demonstration Leader, showing again the preparation of the forehalf cuts of lamb in various types of meals. Over 6,000 women attended these camps and it was a psychological move to feature lamb at these programs as they more nearly reach all parts of Idaho than any other type of program and will probably result in having lamb utilized more definitely in all parts of the state. It also gave the women an opportunity to understand the importance of helping to interest eastern markets with the quality of Idaho lamb.

When lamb provides the center of interest in a meal, that is garnished and served with various Idaho products, lamb and other Idaho products will move up in a dignified procession to a more complete utilization than heretofore and it will be realized that prosperity in Idaho comes and goes as its products are utilized and the surplus made marketable. The sheep industry is an important factor in the resources of the state and a complete utilization of lamb as a food is to be desired.

Water Supply and Forest Growth

A DIVISION of opinion among scientists has existed for some time as to the relationship between timber growth and the discharge of water from melting snows. In the following statement, Mr. F. L. Hudson, Lander, Wyo., supports the view that timber is not the most valuable cover for watershed areas.

"In reading the Wool Grower I note that Mr. Hugh Sproat seems to have found that burning off a watershed increases the stream flow thereon. There is nothing strange in this. Anyone who uses his reason knows that a forest growth requires and uses a greater amount of water than other varieties of vegetation; the denser the growth the more water drawn from the ground and evaporated through the leaves. The amount of water used daily by an acre of dense forest growth is enormous.

"If all our western watersheds were burned off and seeded to grasses and clover the whole West would benefit thereby; the mountains would support double the amount of grazing. The stream flow would be increased and be more uniform throughout the year, thereby furnish more water for irrigation. It is well known that snow in timbered areas melts with the first warm weather, going off with a rush before needed for crops while untimbered districts hold snow in immense drifts which melt slowly and supply water when needed later on.

"The theory is advanced that a dense growth of vegetation shades the ground and prevents evaporation. A growth of grass and herbage would do as much without drawing the water from the soil as a forest does.

"I believe in using a country for what is best adapted. It takes hundreds of years to grow timber to a useful size on our western mountains, while in semi-tropical and tropical countries it comes faster than it can be cut down and is of much better quality."

Is the Perfect Branding Liquid a Possibility?

THE very interesting experiments conducted by the University of California and reported in the September Wool Grower have once again thrown the spot light on a very knotty problem—that of finding a practical branding liquid which will hold up under any and all conditions, and lastly will scour out at the woolen mill. Professor Wilson in the October Wool Grower suggests that some offer be made to chemists and others with the object of producing or discovering this perfect branding liquid.

First let us consider what such a perfect branding liquid should be.

1. It must make a lasting and clear brand.
2. It must brand all classes of sheep satisfactorily.
3. It must scour out at the woolen mills.
4. Finally the price must be right—that is within the reach of the average sheepman.

Now let's consider the first point. The brand must last. What is a brand up against in its life of say six months or a year? First there is temperature. It must go through extremes of winter weather in the North to the torrid heat of summer in the southern states. Then the mechanical rubbing of sheep against brush, other sheep and even corrals. In the sandy and alkali territory another mechanical and for that matter a chemical factor is met with—the alkali dust under special conditions will attack the soluble liquid and slowly break it down. This set of circumstances makes the life of any brand a pretty tough one. Then don't forget rain and snow have to be lived through.

The second point is the handling of different types of sheep—the close wool and the coarse woolled varieties. The brand is expected to perform equally well on both types. Remember, the wool is alive, growing and moving continuously, and

then there is the requirement "that the perfect brand must not mat the fibers."

As the third point, the scouring of the brand is a mighty important factor and the recent experiments have shown that the most popular proprietary brand now used in the West does scour out satisfactorily. But, and here is the present difficulty, some mills have speeded up their scouring processes so much that a brand does not have a chance to soak up the scouring solution, let alone interact with it chemically so that it will wash out. In order to wash out the soluble brand it must combine with the soda solution and make soap and that takes time. Remember, the brand has been through heat, cold, rain and snow, and now in a few minutes is expected to loosen up and wash out. The California tests show that with proper consideration for the time element the brand I am speaking of will scour out. This explains why one mill differs with another on this important point.

The fourth point, and also the tough one today, is that of cost. Competition keeps prices within reason, but when the maker of a soluble branding liquid is expected to compete with barn paint, tar, or what have you, I ask, how can it be done.

Let's look at the California experiments—these were undoubtedly carefully and intelligently conducted, but it must be remembered that the same test run in southern Wyoming or Montana would probably have shown up differently in some important respects. For instance, the test did not vary much at the six months' mark. I mean the soluble brand showed up equally well, with the barn paint, etc. It has been known for many years that branding twice a year with soluble

brands was imperative in some sections of California, and has been openly advocated. The climatic and soil conditions there absolutely require this—so the California tests must be considered as a local guide and not indicative of what might be experienced everywhere.

Now this general call for a branding liquid has not found the manufacturers asleep—although it is evident from Professor Wilson's article that he feels it is necessary to call in outside help in view of the products now on the market. He naturally judges that the manufacturers have failed to produce the satisfactory brand. I cannot refrain from taking the liberty of emphasizing that my own company have been experimenting for 30 years on this knotty problem and up to date have been unable to produce a product that is superior to Kemp's Branding Liquid, and since this has been selling now on the western market for over 30 years, and more is being made today than ever before, it must be assumed that it meets practical conditions.

The figure suggested by Professor Wilson as a reward for producing the perfect brand seems very inadequate to me, for I know that a much larger sum has been expended by my company and I assume others will run into much the same expense and costs as they did. Success in overcoming this problem of producing the perfect brand is solely possible by careful work, both scientific and practical, and as I have just said, despite the fact that Kemp's is accepted and used by more sheepmen today than ever before in its history, we are still experimenting in an endeavor to produce something better.

Fairly recently, a committee was appointed by British Woolen Research Association of Bradford, England, to investigate this branding liquid problem and as a result of their endeavors they suggested a formula which has been given some considerable publicity. Tests made by my company have shown that this product is not satisfactory nor as efficient as Kemp's. Its scouring

qualities were very strongly emphasized by the committee, but tests made by a leading scouring mill in this country resulted in the report that it did not scour out completely.

The importance of eliminating the loss due to non-scouring brands cannot be over-emphasized, and therefore the use of a brand that scours out is decidedly to be desired. We know that many prominent western sheep outfits that have branded consistently with our

preparation for a number of years have had the increased value of their clips recognized in the price obtained from the mills purchasing them.

Should conditions in one section make it necessary to brand twice a year, this, to my mind, would be preferable to using paints which do not scour out. I agree some recompense should be paid the wool grower for wool which has been carefully marked with a scouring brand, and I am convinced that concerted ac-

tion by the National Wool Growers Association and other independent sheep growers' organizations will bring about this desired condition. It is quite clearly an organization problem, because such activity originating with a branding liquid manufacturer is bound to fail because of the accusation of self-interest which would naturally attach to his efforts.

William Cooper and Nephews Co.
By Chas. E. Timson.

Texas Forms of Contract for Cooperative Lamb Feeding

THREE forms of contracts for cooperative lamb feeding have been recommended by the West Texas Feeder-Breeder Exchange of San Angelo, Texas.

The Texas Agreement No. 1 is in some ways similar to the Montana and Illinois forms printed in the October Wool Grower. It differs from the others referred to in these particulars: The party furnishing the lambs pays one-half of the freight and marketing expense from the original place of loading to the final market and receives one cent per pound less than the final market price for the weight of the feeders; this weight is to be taken after a fill when unloaded at the feed lot; the owner of the lambs agrees to assume two-thirds of the death loss while in the feed lot.

The Texas Feeder-Breeder Lamb Feeding Contract Agreement No. 1

"The form on which this agreement is made is furnished free for the convenience of ranchmen and farmers by the West Texas Feeder-Breeder Exchange of San Angelo, Texas, and is to be used only upon the understanding and agreement that said Exchange assumes no responsibility and shall not be liable to any party using the same upon any ground whatsoever."

1. This agreement made and entered into this _____ day of _____, 1931, by and between _____ of _____ hereinafter designated and referred to as the Owner or Party

of the First Part and _____ hereinafter designated and referred to as the Feeder or Party of the Second Part.

2. WITNESSETH: That for and in consideration of the sum of One Dollar and the promises herein interchanged and other good and valuable consideration, the Owner agrees to deliver to the Feeder about _____ head of lambs between the _____ day of _____, 1931, and the _____ day of _____, 1931, at Owner's risk.

3. The Party of the First Part, owner of lambs:

- a. Will deliver feeder lambs to the Feeder or Party of Second Part on board cars at _____ station.
- b. Will deliver lambs in merchantable condition with dead lambs and cripples thrown out.
- c. Will pay one-half freight and handling charge from Owner's loading point to final market.
- d. Reserves the right to designate final marketing point, sales agency and time for marketing lambs.
- e. Agrees that when lambs are finished and sold Owner will have as his part of the proceeds of sale the sum obtained by multiplying the original weight of the lambs by the sale price less 1 cent per pound.
- f. If lambs have been mortgaged agrees to secure written consent of mortgagee to this agreement.
- g. Agrees to having payment made on lambs by marketing agency handling sale of lambs at terminal market.
- h. Will assume 66 2/3 per cent of loss from death after lambs have gotten on feed, figured on original average weight per head multiplied by selling price per pound. The Feeder shall produce pelts of lambs that have died to establish the amount of such death loss.

4. The Feeder or Party of Second Part:

- a. Will take possession of lambs at _____ point.
- b. Will unload at _____ and agrees to allow the lambs to take on a fill of feed and water for _____ hours preceding the actual weighing. The weight of said lambs at such time and place of weighing shall be considered as the "original weight."

- c. Agrees to furnish water, suitable feed-yards and feeding troughs for lambs and feed of such kind and amounts necessary to finish lambs as specified by supervisor.
- d. Agrees to pay one-half the freight from Owner's loading point to final market.
- e. Will stand all expenses for feed, water, labor and veterinary services for said lambs from time of delivery of lambs until their sale on market.
- f. Agrees to supervision of feeding operations.
- g. Agrees to settle with Owner or Party of First Part on basis as set out in paragraph 3, section e.
- h. Agrees to having payments made on lambs by marketing agency handling sale of lambs on terminal market.
- i. If feed is mortgaged will also secure the signature of the mortgagee to this agreement.
- j. Will unload lambs at _____ and feed on Feeder's farm _____ miles from that point.
- k. Will not allow any other lambs to be fed in the same feed lot as the lambs specified in this contract.
- l. Will assume 33 1/3 per cent of loss from death after lambs have gotten on feed, figured on original average weight per head multiplied by selling price per pound. Will produce pelts of lambs that have died to establish the amount of such death loss.

5. It is further mutually agreed and understood that a copy of the original weights shall be attached and become a part of this agreement.

6. Owner and Feeder agree that in case of disagreement on any point or points in this contract after same has been signed and in use, to select an arbitration board of three (3) whose decision after considering the case will be accepted by both parties as final without recourse to courts of law. One member on the arbitration board will be selected by each party to the contract, the third member to be selected by the two members so selected. This arbitration board shall have power to investigate and establish a fair basis of settlement between the two parties, which finding shall be the award, and should it be found in their opinion that either party fails to carry out the spirit of this agreement or any award made by the arbitration board, then said board shall have power to appoint a receiver to take entire charge of operations. Should either party

prevent the receiver from functioning, then the same receiver shall be appointed by order of the District Court and carry out the award under the orders of the District Court.

7. Freight from Owner's loading point to feeding point to be advanced by.....

8. It is mutually agreed that in case of partial shipments of lambs to market, 50 per cent of net proceeds of each of said partial shipments shall be held by sales agency until all of said lambs have been marketed, whereupon final computation shall be figured and settlement made in full by said sales agency.

9. Should market outlook for fat lambs out of wool be equal or nearly equal to those carrying the wool, then both parties agree that fat lambs be sold out of wool. In such case proceeds of wool shall be divided equally between both parties after deducting shearing expenses.

10. Remittance shall be made by the sales agency to parties entitled thereto in accordance with the terms of this contract.

1. Made and signed in triplicate original, one copy to be delivered to the sales agency which will serve as their authority for making settlement as agreed herein.

Signed.....

Owner, or Party of First Part

Signed.....

Feeder, or Party of Second Part

Witness

Mr. Poole Surveys the Winter Market Prospects

WINTER prospects for live mutton trade were not considered encouraging from a bullish standpoint at the inception of November. A "fluke" at mid-October that apparently warranted an \$8 prediction proved to be a dream of the iridescent type. Killers are definitely committed to the policy of holding down prices to dealers, if not ultimate consumers, and will strenuously resist every attempt to put a dollar on the live price.

There are two sides to every problem, and the processor has his. Said one of them: "Low prices are essential to a clearance and we are not in a mood to accumulate a single pound of product in the freezer. In preference we will take what we can get to effect weekly clean-ups even at a loss. Our policy is to keep inventories down and from that there will be no deviation. Low prices reduce or eliminate sales resistance, incidentally facilitating the movement into consumption. We realize that we must handle a big crop of more or less fat lambs during the winter and intend to countenance no price handicaps to its progress into consumption. Wool is low, other by-products worth nothing. Consequently, meat must carry whatever load is imposed. Put

In the second form of contract prepared by the West Texas Feeder-Breeder Exchange, the lamb owner pays the feeder for gains put on at the price at which the lambs are sold when fat. The owner pays all freight charges on the original weight of the lambs after being filled at the feeder's receiving point and assumes two-thirds of the feed lot losses above 3 per cent.

In a third form of Texas contract the owner and feeder agree on the value of the feeder lambs and of the feed. They shall share expenses from the range to final market in the same proportion as their investments. Final net returns are divided in the same way, each party assuming his proportional share of the death loss.

wholesale prices up two to three dollars per hundredweight and retailers promptly double the appreciation, prompting consumers to back up, and the market is killed. Pork is cheap, much cheaper at retail than lamb, so that the consumers switch promptly."

And that's that.

The buying force at the market, at all markets, is using the price peg effectively. When it gets an order from the front office to insert the peg in a certain price hole, instructions are complied with literally and the aforesaid peg does not jar loose unless a light run or competition makes it possible. The first buyer making a bid gets the property unless a dark horse shows up, in which event, the early bird "goes to the telephone" for a release. The system is an effective stabilizer until a link breaks, as was demonstrated during the \$5.50 to \$5.75 pegged period in October.

On the other hand, there may be merit in the theory that low prices facilitate consumption as nothing hampers the market more than a freezer accumulation. The one favorable aspect of the winter prospect is that killers have forced selling, going into the winter with nothing on hand. Certain pseudo-

economists hugging and expounding the illusion that it is possible to appreciate the value of a commodity in continuous production by resorting to the storage device are "all wet," as a disastrous experiment with wheat and cotton has demonstrated. Packingtown does not participate in that illusion, having learned its lesson in the school of bitter experience. "Clear the decks, to hell with the price" is the selling motto. A carcass sold is so much out of the way.

This policy is likely to make for an erratic market as feeders are nervous and disposed to load on bulges, probably insuring alternate feast and famine weeks. Mathematically, the problem is invisible supply. Statistics on the feeder movement are of little value as such figures as are available concern only the movement from the principal markets into a large area, which, however, does not include certain feeding sections that go into the winter with a heavy ovine population. The available figures do not indicate excessive winter lamb production based on normal consumption and that consumption has undoubtedly been expanded by low prices, which merely exemplifies a natural law. The data, however, is interesting. In October, 511,632 feeding lambs went from twelve markets into the corn belt states, compared with 602,243 in October, 1930, and 543,211 in October, 1929. These figures do not, however, include a known, direct movement from pasture to feed lot of so-called "contract" lambs. The July to October movement of feeding lambs from the same twelve markets to seven corn belt states this year aggregates 1,458,401 head compared with 1,403,933 in 1930, and 1,553,874 in 1929. The states are Illinois, Missouri, Nebraska, Kansas, Indiana, and Michigan. From what can be gleaned, Colorado will go into the winter light, a similar condition existing east of the Ohio-Indiana line.

The July to October, both inclusive, movement of feeding lambs

from these twelve markets with comparisons is indicated below:

	1931	1930	1929
Iowa	340,005	394,204	493,455
Illinois	116,408	126,062	170,801
Missouri	112,169	94,953	125,135
Nebraska	598,386	507,620	506,876
Kansas	153,923	153,011	128,793
Indiana	80,076	97,112	117,851
Michigan	60,434	30,971	64,960

These figures, compiled by the Bureau of Agricultural Economics of the Federal Department of Agriculture are accurate, and while they reveal the volume of only part of the movement, it is the major part. It is true that the early summer movement was light, but the statement is not calculated to create an impression that winter markets will be buried in lambs.

The movement of contract lambs in October was heavy. Feeders unable to obtain loans negotiated with western breeders, securing a large number to finish at a stated price for the gain, or some other mutually satisfactory arrangement. One concern placed close to 100,000 of such lambs in Indiana alone and every animal evaded the statisticians; probably many will move on to the shambles without being counted as packers have a habit of acquiring title in the feed lot. Had farmer feeders been in funds they would have preferred buying outright at current attractive prices, the fascination of the feeding game being in the uncertainty of the draw, which is eliminated when final results are practically predetermined on contract basis. But bankers turned down both thumbs to applicants, even with thin lambs costing around \$1200.00 per car including expense to the feed lot. The point is that definite determination of the number of lambs thus acquired by feeders will be essential to appraising the volume of the winter crop.

Reflecting consumer demand, killers are not anxious for many fat lambs; consequently, it is improbable that a substantial premium will be paid for finish. Fat and weight are both at a discount, gauged by intrinsic value. If feeders take their cue from this, and they are not to

be accused of stupidity, the bulk of the winter crop will go to the butcher in medium flesh. This does not necessarily mean that it will show up early as few big lambs went out and the heavy purchase on country account was made late in the season, creating possibility of a short November supply, but December will develop a free movement of farm-fed western lambs that have been running in cornfields under favorable physical conditions, making rapid cheap gains meanwhile. Money is tight, bankers are apprehensive of depositor runs and lambs carrying loans will be hustled back to market with all possible celerity, and, it may be that the December to February market will be constantly filled, as initial cost was low, gains cheap, and killer aversion to weight and fat removes incentive to carry on. All killers ask is "something cheap" that can be purveyed without sales resistance and consumers will not buy fat in their present mood.

It is possible that winter lamb

production will disclose the extent to which killers have absorbed medium-fleshed western lambs weighing 68 to 75 pounds during the past four months, in which event, the feeder will find himself in stronger strategic position than he has been given credit for. And under shortened supply distributive trade may be able to muscle prices upward. Anything may happen and until western "comebacks" emerge from cornfields in considerable numbers, speculation as to the outcome will be futile. Consumers will absorb a large tonnage of lamb at low prices, but restrict purchases as cost is advanced. If the winter crop can be marketed evenly, prices will be more satisfactory than otherwise, but there is danger of an irregular movement, keeping prices moving up and down sharply. Killers are greedy for volume, and in a scrap over numbers, will break away from such gentlemen's agreements as may be operative during periods of excess supply.

An Economic Study of Range Sheep Production in Arizona

SUCCESSFUL sheep raising must be based on facts. During the past ten years stockmen have made many requests for economic information. Sheepmen everywhere have been interested in facts concerning costs of production, death losses, lamb crops, management practices, marketing, and returns from the enterprise. Several publications giving such data, collected by means of surveys, have appeared in the last few years. The latest is Arizona Bulletin 134. It bears the title given above and was written by K. P. Pickrell, of the U. S. D. A., and E. B. Stanley, of the Arizona Experiment Station. The report covers the three year period 1927 to 1929.

Sheep raising in Arizona is limited to certain areas of the state and yet

it represents a great variation in systems followed and conditions under which it is conducted. Some producers have lambs dropped in May and sell them in the fall, often as feeders. For other outfits, lambing occurs from November 1 to December 15. By means of green feed these early lambs are finished for a spring market. A third group winters on the deserts, lambs in February, later moves to the summer range and delivers a high percentage of fat lambs in late summer. Still a fourth group follows a combination of early and February lambing.

Capital investment was found to vary a great deal within a group of producers following the same system as well as between groups. "Compared according to their respective

groups, the May lambing outfits had the highest capital investment per head and the early lambing group the lowest . . . The average amount invested per head for all outfits was \$10.95 in sheep, \$6.22 in range, \$2.06 in improvements and 58 cents in equipment, showing a respective percentage distribution of 55.2 per cent, 31.4 per cent, 10.4 per cent and 3.0 per cent."

Expenses incurred in operating varied from year to year. The type of production followed influenced this greatly; the early lambing outfits having the greatest expense and the May lambing the least. The total expense included all cash items of labor (exclusive of manager's salary), supplies, taxes, leases and permits, winter pasture, automobile, sheep purchases and miscellaneous as well as non-cash items of depreciation of improvements and equipment and decrease in sheep inventory. The average total expense per head amounted to \$10.99 in early lambing outfits, \$5.91 for those lambing in February, and \$4.14 for those producing May lambs.

Sales of lambs accounted for a much greater percentage of the receipts than sales of wool. The three years during which this study was conducted must be considered at least fairly satisfactory from the

standpoint of prices received for lambs and wool. However, the authors report that for each of the three years, "at least 36 per cent of the outfits studied failed to pay interest on the investment and a manager's salary, yet the remaining 64 per cent made a sufficient profit above these items to make the average net profit of 35 cents per head."

The income from any enterprise—and sheep raising is no exception—is most satisfactory when production costs are low and prices for the products are high. There is a limit to which costs can be reduced yet there seems to be no question now about the necessity of reducing costs to this limit. Managerial ability receives its real test here. The inefficient under good price conditions are the first to be forced out under decreased prices.

The authors present few conclusions in the bulletin. It is, however, evident that much difference must exist in the ability of managers and it would appear that in general Arizona flock masters who can follow early lambing practices have a much better chance of success on the average than those who must have their lambs dropped in February or in May.

A summary of part of the important data in this bulletin follows. The cost figures are all on an average per head basis.

DATA ON ARIZONA SHEEP PRODUCTION

Type of Production—Lambing Date	Early	February	Combination	May	Average
Capital Investment					
Sheep	\$12.14	\$10.36	\$10.98	\$10.40	\$10.95
Range	1.76	4.80	9.36	8.24	6.22
Improvements	0.42	1.41	1.25	5.93	2.06
Equipment	0.62	0.61	0.65	0.43	0.58
Expenses: Total maintenance and operation	10.99	5.91	6.57	4.14	6.82
Receipts	13.40	7.85	9.70	6.04	9.26
Net Income (1)	0.92	0.05	0.84	—0.61	0.35
Lamb per cent (2)	93	88	100	78	92
Lamb death loss—per cent	4.3	9.8	3.3	6.3	5.7
Value per lamb sold or replaced	\$11.52	\$ 8.71	\$ 9.69	\$ 8.03	\$ 9.64
% Total receipts from lambs	70	60	69	59.2	66
Fleece weight (lbs.)	9.0	7.9	8.8	9.0	8.6
Value of wool per head	2.89	2.74	3.10	2.67	2.87
% Total receipts from wool (3)	20	27.5	26	31.1	25

(1) Above manager's salary @ 51 cents per head and 8% interest on investment.

(2) Number of ewes compared to number of lambs marked.

(3) Miscellaneous items make up difference between per cent income from lambs and wool and 100 per cent.

W. G. Kammlade.

Publications of Interest to Sheepmen

Montana Experiment Station Bulletin 249

Feeding Low-Priced Wheat to Lambs: A Report of an Economic Study of Livestock Feeding in Relation to Low-Priced Wheat in Montana, by M. H. Saunderson, assistant agricultural economist, and Louis Vinke, animal husbandman. Published July, 1931.

The information contained in this report is summarized as follows:

A ration of wheat, alfalfa hay, and wet beet pulp gave good results in fattening lambs in the beet sections of Montana during 1930-31, and returned fair profits above feed and other costs on the basis of prevailing prices.

The experience of some of these feeders indicates that a comparatively long period is required to finish lambs on wheat and alfalfa, and that the lambs must be full-fed grain in order to fatten them. The feeding of a heavy alfalfa ration without increasing the grain causes the lambs to grow rather than fatten. Under certain conditions and for a feeding period of 70 to 80 days, this may be a profitable way to market cheap alfalfa hay by selling the lambs as feeders, provided they do not get too heavy.

Barley was combined with wheat by a number of operators and this mixture was rated as easier to handle than wheat alone.

No definite evidence is shown in the records that wheat causes a higher feeding death loss than other grains. The experience of these feeders suggests that the same care must be used in starting lambs on wheat as on any other grain feed. The death loss ranged from 2 to 3 per cent.

The practice of most of the operators studied was to make use of beet tops and grain and hay stubble, by pasturing the lambs from three to five weeks before putting them into the feed lots.

The use of efficient equipment adapted to lamb feeding reduces the labor cost of feeding and lessens the death loss.

The Montana Experiment Station plans to continue the study of typical lamb feeders over a period of years. The foregoing suggestions no doubt will be supplemented and modified by future experiments.

Copies of this Bulletin (249) may be obtained from the Montana Experiment Station, Bozeman, Montana.

Colorado Experiment Station Bulletin 76

Feedlot Fattening Rations for Lambs: Report of 1931 Test and Summary of 1930 and 1931 Results, by Geo. E. Morton, E. J. Maynard, and

B. W. Fairbanks. Published September, 1931.

A summary of the two tests covered in the Colorado study includes the following statements:

Each ton of shelled corn, when fed with alfalfa hay and compared with a whole-barley-alfalfa-hay ration, replaced 1982.07 pounds of barley and 282.99 pounds of alfalfa hay. At the prices which usually prevail for shelled corn and whole barley, the whole barley is a satisfactory and economical feed for Colorado lamb feeders. Barley produces a better finished lamb when fed with wet beet pulp.

With whole barley at \$22.50 per ton and alfalfa hay at \$11.25 per ton (average prices for the two feeding tests), cull potatoes showed a feed replacement value of \$4.56 per ton. Low-grade cull potatoes were the only ones available for the first test while high-grade cull potatoes were obtained for the second test. Cull potatoes make a satisfactory supplement to the barley-alfalfa ration, but their value per ton must be figured from their feed replacement value before purchase is made.

Cull-potato-and corn fodder silage, when compared with cull potatoes and wet beet pulp as a supplement to whole barley and alfalfa, produced the smallest gain but the second cheapest cost of gain. With whole barley at \$22.50 per ton and alfalfa hay at \$11.25 per ton, cull-potato-and-corn-fodder silage, consisting of 82 per cent cull potatoes and 18 per cent dry cornfodder, had a feeding value of \$6.21 per ton, when added to the basal ration of whole barley and alfalfa hay.

Wet beet pulp, fed with whole barley and alfalfa hay, produced the fattest lambs at the lowest feed cost per 100 pounds of gain of all the lots in the experiment. The wet beet pulp, costing \$2.10 per ton delivered to the lambs, showed a feed replacement value of \$3.22 per ton.

When alfalfa hay is fed "at will," well-balanced rations for fattening lambs are possible without the addition of a nitrogenous concentrate. The addition of a nitrogenous concentrate will prove profitable, however, when the values of the feeds which it replaces exceed the cost of the nitrogenous concentrate. The value of cottonseed meal, when added to a given ration, is to be computed from its feed replacement value.

The fattening value of the various kinds of molasses is an interesting and timely problem. The final discard (barium process) beet molasses showed the highest feeding value, followed in order by Steffens discard, cane molasses and "foreign" (original discard) beet molasses. The relative feed replacement values per ton indicated in the feeding tests are as follows: Final discard (barium process) beet molasses, \$23.74; Steffens discard beet molasses, \$14.32; cane molasses, \$11.46; and "foreign" (original discard) beet molasses, \$11.34. It should be stated that the final

discard beet molasses had the highest feed replacement value in both tests, but results on the other three molasses feeds have not checked absolutely. The computations have been made on market weights and the inconsistencies in shrinkage probably explain why the two tests do not check. When feed replacement values are compared on feed yard gains, the two years' work checked except in one point.

It is concluded that the four molasses feeds can be ranked according to feeding value in the following order: Final discard (barium process) beet molasses, Steffens discard beet molasses, "foreign" (original discard) beet molasses and cane molasses.

Copies of this Bulletin (No 76) may be obtained from the Colorado Experiment Station, Fort Collins, Colorado.

Idaho Agricultural Extension Circular No. 39

Wintering Range Stock by E. F. Rinehart, field animal husbandman, University of Idaho Extension Division. Published September, 1931.

The bulletin states that "the material in this circular is presented as a solution of the immediate problem of wintering Idaho's range cattle and sheep. It is not a technical bulletin, nor a complete treatise on feeding. It is prepared and published at the request of the Idaho state and district livestock associations, individual stockmen and bankers. While of greatest value in a dry season, in many sections the suggested rations are of value every year."

Copies of this circular (No. 39) may be secured from the University of Idaho, Moscow, Idaho.

500 Western Browse Plants Described by Forage Expert

THE economic value, distribution, and requirements of more than 500 of the more important browse plants on western range lands are described in a new booklet just published by the Forest Service, United States Department of Agriculture.

The handbook will be useful to stockmen, as well as to range administrators and scientists engaged in range research, says the Forest Service. Familiarity with range vegetation is essential to effective range management. In determining the class of livestock to which a range is best suited, how many head the range will carry, through what seasons it can be grazed, and how to

detect the signs of overgrazing or danger of range livestock poisoning, the first thing to be considered is the range vegetation, what plants are present, the quality and quantity of forage which they represent, and the effect that grazing will have upon them. Much of this information, heretofore practically unavailable to stockmen appears in this new publication by William A. Dayton, plant ecologist in charge of range forage investigations in the Forest Service.

The United States Department of Agriculture at Washington, D. C., will send the booklet, Important Western Browse Plants, Miscellaneous Publication 101-M, on request, as long as the supply lasts.

Use of Lamb and Mutton by the Union Pacific

THE following letter recently was written by the superintendent of dining cars and hotels of the Union Pacific System in reply to an inquiry and comment as to the use of lamb by that railroad:

Secretary, National Wool Growers Association

Dear Sir:

Your letter of October 16th came to my attention after my absence from the city for a few days.

Regarding the carrying and featuring of lamb on our diners, all of our cars carry a variety of lamb cuts and stewards are instructed to regularly feature lamb on their typewritten special slips, this in addition to the listing on our standard printed bills of fare.

There has been no change in our program in featuring lamb in our dining car service and absence of lamb items on our special menus on your recent trip over our line is an exception to our established practice and the matter will be reviewed with our stewards for necessary correction.

While our business at this time is light, we are issuing on an average of 2500 pounds of lamb each week to our dining cars; this in addition to mutton consumed in our hotel, restaurant and boarding camp service.

Yours sincerely,

H. A. Hansen, Superintendent
Union Pacific Dining Car
and Hotel Department.

The Lamb Markets in October

Chicago

THREE times during October, fat lambs jumped 50 to 75 cents per hundredweight, and on one occasion as much as \$1, showing that the thing is possible. Otherwise, it was a drab market at the lowest levels since "away back when."

Killers acquired thousands of lambs at \$5.00 to \$6.00 per hundredweight, and at intervals had their peg in the \$5.75 hole for anything, only shippers and city butchers paying \$6.00 or better. The top on several occasions stopped at that figure. At the prices demand was broad and no difficulty was experienced in clearing the product. Packers killed thousands of fleshy lambs carrying slightly more weight than feeders courted at \$5.00 to \$5.50 per hundredweight. On one occasion, October 17, the top reached \$7.90, but that bloom was soon brushed away, dropping to \$7.00 on the next session, thence making an abrupt descent to \$6.00 early in the last week, from which it reacted to \$6.50. The last week uncovered the low spot of the season when packers refused to pay over \$5.75 and city butchers creamed the crop at \$6.00. For three successive days, the market held in that rut, when a short one-day run stimulated competition, advancing prices 50 to 75 cents.

An outstanding feature for which there is scant, if any precedent, was a parity basis for shorn and woolled lambs, due to low offal values, pelt credits dropping to 90 cents, with the rest of the by-products worth practically nothing. Shorn lambs carrying superior finish were worth as much on the meat rail as woolled goods, selling at \$6.00 to \$6.25 in Omaha and on the last day of the month at \$6.50 in Chicago, weight, 82 pounds—the actual top for the week on both kinds. Another feature of the October run was a procession of choice lambs from the

western slope of Colorado that were consistent market toppers. They sold at \$6.10 to \$6.40, and represented the last of the season's run of fat grass westerns. A further factor was the demand for medium-fleshed western lambs at prices 50 to 75 cents under top prices. One of the big houses made a specialty of handling that grade of product, reflecting consumer demand for meat with no surplus fat to throw into the bone barrel. For three months packers handled that type of lambs, most of which would have gone to feeders had demand from that quarter not been restricted by inability to secure purchase loans. Condition ran down toward the end of October, two-thirds of the packer purchase at that stage comprising the class of lambs selling at \$5.00 to \$5.50.

During the week of October 10, the top was \$7.00, a spread of \$5.00 to \$6.75 taking the bulk of fat lambs. The week ending October 17 developed a flurry, on a short run. A one-day top at \$7.90 registered the climax, but the next day \$7.00 was out on the limb, \$6.80 the next, and \$6.25 the next, bulk of lambs selling within a range of \$5.50 to \$7.00 during the entire week. During the week ending October 23, the top was \$6.85, the bulk selling at \$5.50 to \$6.25, low level for the season being uncovered the final week when \$6.00 was the top, although at the close, \$6.60 was paid. Final prices were 50 to 75 cents above the extreme low point, with the bulk selling at a spread of \$5.00 to \$6.25 that week.

The only encouraging feature was prompt response to every short run, indicating a free movement of product into distributive channels.

Feeding lambs gradually declined, without a healthy reaction. The first week \$6.25 was the top, the bulk selling at \$5.00 to \$5.40; the second week, \$4.75 to \$5.65 took the bulk in sympathy with the spurt

in fat stock; the third week it was a \$4.50 to \$5.25 trade; and on the final week, under a heavy run, a long string of whitefaces went to the country at \$4.50 to \$4.75, only black faces crossed \$5.00, with a \$5.10 top, and thin, lightweight Montanas went out at \$4.00 and even less.

Fat sheep trade varied little, a few ewes going at \$3.55, with the bulk at \$1.50 to \$2.75 all through the month. A handful of breeding ewes went to the country at a range of \$3.00 to \$4.25.

Dressed trade blew hot and cold, but considered from all angles, was healthy, little talk of resorting to the freezer to get a clearance being heard. The fact that every short run of live lambs caused prices to spurt indicated an active market, especially in the case of medium and common grades, showing economy by meat buyers. Compared with the corresponding period of 1930, dressed price disparity has been in line with the drop in live lambs. All weight carcasses sold at a range of \$9.00 to \$16.00 per hundredweight for the bulk, against \$13.00 to \$22.00 a year ago. Mutton carcasses realized \$4.00 to \$9.00 per hundredweight, against \$6.00 to \$10.00 in 1930. As a rule medium and low grade carcasses were easiest to move. Choice carcasses sold up to \$18.00 in Chicago, \$19.00 in New York, a free trade being done in cull carcasses around \$8.00. The swing in dressed prices, wholesale, in any week did not exceed \$1.00 per hundredweight. Overweight was at a discount, while the spread between medium and choice carcasses was probably the narrowest in trade history, with common and choice handyweights selling at \$11.50 and \$16.50 respectively. A notable feature of the dressed market was that efforts to mark wholesale prices up \$1.00 per hundredweight invariably curtailed the movement into dealers' hands. Legs were always the most

popular cut, indicating consumer aversion to fat. Slaughter and consequently meat supply was swelled by heavy packer handling of 70 to 75 pound fair-fleshed western lambs.

Native lambs did not report to the butcher in anticipated volume, probably because it was a month of open weather. Lambs were conditioning and farmer growers were disposed to wait until fat westerns were out of the way. Condition and quality of the upper crust of native supply was excellent, but the run of farm product carried the usual number of bucks, despite rigid price penalization of \$1.00 per hundred-weight. Many growers accepted this cut in preference to trimming, relying on added weight to nullify the discrimination. The native run carried a conspicuous cull delegation, which sold at \$3.50 to \$4.50, and killers considered it worth the money.

All through the month, the fat lamb market was erratic and undependable, but low grade stock held the best end of the stick, buyers "picking on the good ones," whenever a break developed. Whenever eastern demand played a return engagement prices picked up, suggesting that when natives in eastern territory are out of the way, fed westerns will act better as packers will be under the necessity of buying their full quota for slaughter at eastern packing points at Chicago and other western markets. Keeping track of the current supply of native lambs is impossible as they go to so many minor points for conversion, many evading federal slaughter inspection. Three markets, St. Paul, Fargo, North Dakota, and Detroit, Michigan, show substantial gains in receipts and slaughter, due in a large measure to increased local production, although St. Paul has been getting a lot of Montana lambs that found a refuge from the drouth in the Red River Valley. Detroit has passed Buffalo in point of volume as a sheep market, getting thousands of native Ohio and Michigan lambs that travel by truck. The Fargo increase is largely

the result of expanding farm production in that section of the spring wheat belt. Armour kills to full capacity there and forwards the balance to Chicago for slaughter. Jersey City, although still a receptacle for considerable numbers of native lambs from the Appalachian and tidewater sections has ceased to be a major receipt point and no longer disturbs prices with excessive supplies.

Spreads between feeding and fat lambs narrowed in October and were the closest of the season, the country taking thousands of thin lambs at a discount of only \$1 under feeders. Had feeder purchase money been available, it is probable that feeders and fat lambs would have sold close to a parity as the country would have taken many fair-fleshed lambs that went direct to slaughter, weighing 70 to 75 pounds. A feeder outlet for these would have reduced current slaughter substantially, deprived killers of a heavy tonnage of medium grade lamb and concentrated competition on the better grades, which did not get what they were intrinsically worth compared with middle grades. Lambs that went to city butchers at \$6.00 to \$6.50 were worth \$1.50 more than the \$5.25 to \$5.50 kinds packers bought so freely and on which feeder deflection largely eliminated competition. However, these lambs are out of the way and the extent to which packers killed them will reduce winter supply of meat that much. How much western growers were penalized by inability to get feeder purchase money must be left to conjecture, consensus of trade opinion being that it was not less than \$1 per hundredweight. As it was, consumers got a large volume of cheap meat, and killers moved a heavy tonnage of product at prices that did not necessitate using red ink in the final accounting process.

Condition of the entire crop of western lambs this season has been deficient, due to drouth. The bulk of the Montana gathering was in thin flesh. The best lambs came from the "western slope" in Colo-

rado. As a result, net sale proceeds have been small, but in this respect the sheepman fared no worse than his fellow producer the cattleman who has also been hit hard by drouth and inability by farmers to finance feeder purchases.

J. E. Poole.

Omaha

OMAHA was host to the heaviest run of sheep and lambs for any corresponding period since 1923 during October. In all, 373,000 showed up, which was only 44,000 behind the September total. Compared to October, 1930, it represented an increase of 8,000.

The month brought forth plenty of rough sailing for both range grower and nearby feeder. It is not unusual for the market to develop some irregularity during October, but this year the price trend was considerably more erratic than usual.

Sharply lower trends the fore part of each week, followed by a varying degree of recovery towards the close, were the rule. On three of the four Mondays the fat lamb market ruled anywhere from 25 to 50 cents lower. In three out of the four weeks, the market had recovered partially by Friday. For the month as a whole, wooled lambs showed a net loss of 25@50 cents and clipped lambs a little more than that.

Flooded dressed markets were blamed chiefly for the breaks that carried the general price level to the lowest in more than two decades. The record for total weekly packer purchases was twice broken, reaching over 350,000 head the second time.

Top prices ranged anywhere from \$7.00, as the month opened, clear on down to \$5.25 on the 27th. Between that date and the 31st, top on fed lambs had shot back up to \$6.25.

Late in the period the few range lambs that came carried practically no choice killers and they sold mainly between \$5.00 and \$6.00. The

month's top on westerns to packers was \$6.65. Between the 1st and 15th fed lambs sold all the way from \$5.50 up to \$6.75.

Quite a few shorn lambs were received, selling at \$5.75@6.60. During the last half of October woolled lambs were outselling clippers by 10@25 cents for the first time in several months.

Westerns were plentiful the first half but the range run declined gradually thereafter, when there was a corresponding increase in the proportion of fed woolled and shorn offerings.

South Dakota sent in almost four times as many lambs as in October, 1930. That state and Wyoming supplied well over half the total receipts here. All range states, except North and South Dakota, showed lighter marketings compared to a year ago but that decrease was more than made up for by increases in receipts from the Dakotas, Colorado, and Nebraska.

Volume of feeder business held up well. Total shipments for October numbered 184,049 head, or only about 2,000 short of the same period a year ago and 36,000 behind September. Nebraska again took the majority but distribution was wider than usual, lambs being shipped into all of the corn belt as well as a number of eastern states.

Lambs averaged lighter than usual. Anything good to weigh above 65 pounds was rare. Many feeders went out at 55 to 60 pounds and thousands of lambs averaging 50 pounds and below were included in offerings. On the latter, especially where they were at all plain or wrinkly, demand was even narrower than usual. They proved extremely hard to move and, in order to accomplish that at all, sellers had to accept sharp discounts from top grades and those carrying more weight.

The price trend was lower during the month. Losses of 50@75 cents were recorded on the better kinds of feeders, while underweight and medium grades slipped back

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\$1.00 or more from September levels.

Only a few traders are able to remember when feeding lambs have sold as low as they did in October. The month's extreme top was \$5.40. In the first half the bulk sold at \$4.50@5.25 but after that thousands of good lambs had to go out at \$4.25@4.50, while other kinds sold anywhere from \$3.00@4.00 and some of the commonest underweights dropped down near the \$2.00 mark.

Fat ewes scored further upturns of 25@50 cents, reaching a \$2.00@2.50 basis, with a top of \$2.60. Culls and common grades failed to share the improvement and continued to sell mainly at \$1.25 down to 50 cents and less. With prices still too low to warrant the range man's shipping aged stock, the market on breeding ewes remained a hit-and-miss affair. Good ewes were bought at \$2.00@3.50 and it usually took a yearling to beat the latter price.

Fat yearlings followed the trend noted in lambs, with sales at \$4.00@5.25 during the month.

K. H. Kittoe.

St. Joseph

SHEEP receipts for the month of October were approximately 123,700 compared with 113,429 the same month a year ago. Of the month's total 90,186 were from western states, and the balance from the four native states of Missouri, Iowa, Nebraska and Kansas.

Western shipments ran strongly to feeders and medium killing lambs, choice killers being scarce at all times. Sorts were heavy and many loads sold straight to feeder buyers. The market for fat lambs closes around 50 cents lower for the month, with feeders 25@50 cents off. The high point of the month on fat western lambs was the 15th, when \$6.85 was paid, natives reached \$6.50 and fed clips sold at the same figure. The low top of the month was \$5.50, and the end of the month the top was \$6.10 on westerns, \$6.00

on natives and clips. There was a good demand for feeders throughout the month, sales the first twenty days being largely at \$5.00@ \$5.25, and the closing bulk at \$4.50 @4.75.

Aged sheep were scarce during the month and were mainly in small lots. On the close best fat ewes sold \$2.00@2.50, with canners down to 50 cents per hundredweight.

Yearlings sold at \$4.00@4.50 and old wethers \$3.00@3.50.

H. H. Madden.

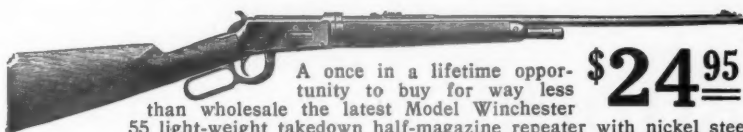
Kansas City

LAMB prices fluctuated within a \$1.25 range and closed last month with a 65-cent decline compared with September. On the close best lambs were quotable at \$6.25 and on the last day of September they brought \$6.90. The high point of the month came October 1, when \$7 was paid. In the next seven days the market broke \$1 to a \$6 top where it held for four days and then rallied 85 cents to uncover a top of \$6.85 on the 15th. Another downward price movement developed that carried the price level to the lowest position of the year on the 27th, when the top did not go above \$5.75 and bulk of lambs sold at \$5.50. In the closing days of the month there was a 50-cent rally and final top rested at \$6.25. In the average October prices were the lowest of the year and back to the low point of 1911. However, at no time was there any congestion on the market. Low prices seemed to regenerate demand and keep the supply moving into packer and feeder positions without delays.

Fat lambs made up a comparatively small per cent of the total movement and feeder lambs carried an increased percentage over preceding months. This condition, however, had been anticipated and country demand was awaiting the arrivals. Packers did not get normal supplies of lambs during the month because of the large per cent of feeders in the run.

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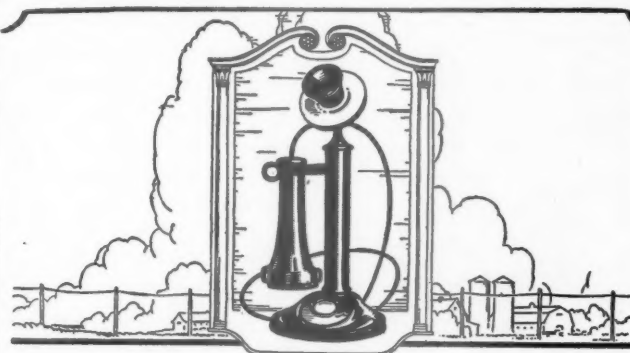
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lambs is over. There is still a fairly liberal supply of feeding lambs to be moved to feed lots or into a feeding position, but the range season is over and killers now are looking forward to the beginning of the fed season. On the basis of final trade for the month best fat lambs are quotable at \$6 to \$6.25; medium to good, \$5.50 to \$6; plain to fair, \$5 to \$5.50. Some short-fed lambs have shown up and they sold at about the same price range as fat range lambs.

Fat sheep made up only a small per cent of the month's supply of ovine stock. They closed the month 50 cents higher with old fat ewes at \$1.75 to \$2.25, and yearlings at \$4 to \$5. The few bunches of aged wethers scattered throughout the period brought \$2.25 to \$3.25. Had prices been higher the supply of mature sheep would have been larger but old ewes did not return a sufficient net to pay to ship them.

The movement of stockers and feeders continued in large volume with prices holding about the same range as in the preceding month, but making a lower average. The bulk of good feeding lambs brought \$4.75 to \$5 with \$5.35 to \$5.50, extreme tops, and plain kinds at \$4 to \$4.50. The corn belt area was the largest buyer. More lambs will be fed this coming season than last winter. The heaviest increase is in states bordering the Mississippi River and in Kansas. Colorado and Nebraska will show a sharp decrease. Lambs fed in the corn belt are beginning to move to market and by early December the runs will be heavy. It looks like a major part of the crop will have been marketed by the middle of February. If Colorado follows a policy of feeding for the late season it will probably find the bare spot in the supply situation.

October sheep receipts at Kansas City were 197,058 compared with 240,478 in the same month last year, a decrease of 43,420. In the ten months this year receipts were 1,944,648, or 139,183 more than in the same period last year.

C. M. Pipkin.

Denver

SHEEP receipts at Denver during the month of October, just ended, were over 50 per cent larger than for the same month last year. Prices of sheep and lambs have held up remarkably well in view of the large supplies received at all points. Denver had a supply of 669,655 head during October this year, compared to 427,613 head a year ago. This heavy supply was taken readily from day to day and there were sold and weighed over the scales on this market during the month 482,615 sheep and lambs, being the largest number sold and weighed at any market during the month. Of this number, packers purchased over 213,000 head, while feeder buyers and order buyers took the balance. Since September 1, a total of 824,098 head of sheep and lambs have sold here.

Both fat and feeding lambs were around 50 cents lower at the close of the month than at the opening. Ewes show some advance, as compared to a month ago.

Prices at Denver were more than in line with other markets during the month. Frequently lambs sold higher at Denver than at Missouri River points and almost equal to the best prices at Chicago. When freight, shrink and other forwarding expenses are considered, finishers are finding that they do well by selling at Denver.

Best fat lambs were selling on the Denver market early in October at \$6.75. There was a slight advance early in the month until tops sold here on October 15 at \$7.15. Since that time, prices have declined somewhat and on the closing session, best lambs went over the scales at \$6.20.

Feeding lambs sold early in the month at \$5 to \$5.50, while the same grades were going 30 days later at around \$4.50 to \$5. The demand for feeder lambs has been strong on this market and large numbers have been sent to the country daily.

Ewes found a ready outlet from day to day and prices are higher than a month ago, despite the de-

cline on lambs. Good ewes were selling here from \$1 to \$1.50 a hundredweight early in the month, whereas the same grades were bringing around \$1.25 to \$2.25 at the close.

Receipts at Denver on many days of the month were larger than those at any other market in the country.

A good many lambs are going into feed lots in northern Colorado and indications now are that the number of lambs fed there this fall and winter will be considerably larger than at first estimated. Some place the number at around 1,000,000 head in the so-called northern area, which takes in Larimer, Weld and Morgan counties.

W. N. Fulton.

Good Outlook for Feeders

MR. C. M. PIPKIN, Kansas City market correspondent, writes:

"Low prices have been an important factor in restoring dressed lamb to consuming channels. Per capita use of dressed lamb and mutton for the twelve months of 1931 will probably be the largest in the past twenty years. It is the general opinion that business conditions are on the upgrade. Even the most pessimistic concede that they have already improved to some extent. However, it is hard to erase skepticism that has been established by the many losses incurred in recent months. The important thing is that the rank and file of people acknowledge the situation and are willing to go ahead with conservative constructive policies. The American people, confronted by necessity, function materially better than when things move along favorable lines. We made a sorry showing during our wave of prosperity but the collapse came before our moral fiber and courage had been materially impaired and now the tide is turning and we have all the essentials for restoration. We have learned another valuable lesson and in the long run will profit by it.

"Generally conditions are favorable for the coming season. Thin lambs

have been laid in at low prices and feed is cheap. Most feeder lambs have gone into feed lots at light weights and consequently feeders have the opportunity for developing weight. In the first half of November a good many short-fed lambs will be marketed and because they will probably be short of finish their margin over first cost will be small. If feeders this winter make a fairly good profit producers can expect a better price level for feeding lambs next year. The past two seasons fed lambs have not returned a profit and for the general good of the whole sheep industry it is essential that the feeding side comes through with a profit this winter."

Forest Fires

IT is to be hoped that the fire season is definitely at an end. We in Idaho have had a serious time: towns burned up, timber destroyed, and lives lost. Roaring walls of flame have defied armies of fire fighters. Man is comparatively helpless when a real forest fire gets underway, and undoubtedly the trouble this season was aggravated by the assistance rendered the fires by some of the so-called fire fighters whose main concern was to keep the fires going. It was only after martial law had been established and the national guard patrolled the burning areas that headway was made.

Ground fires and crown fires do not mean a great deal to the average reader until it becomes a question of running and running like all possessed to keep one's hide whole. A ground fire creeping along in the grass and pine needles is neither terrible nor hard to handle, but when that same fire takes to the tree tops and comes roaring down wind in leaps of a hundred yards or so at a time—that is something different again. A backfire usually will stop a ground fire, but not all the population of Idaho can stop a crown fire. It is surely a dispairing sight to watch beautiful stands of timber being mowed down by the flames,

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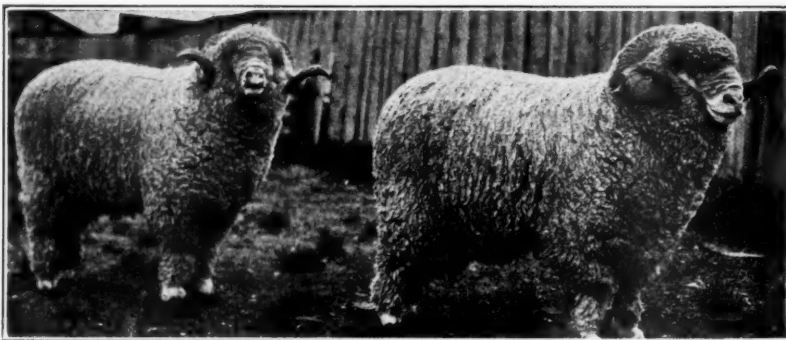
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leaving nothing but a blackened smoking waste behind.

I have formed some very definite ideas of this fire question and will express them though they may be extremely different from those held by men who have had considerably more experience with fire than I have had. In the first place I very much question our present forestry methods as practiced in this intermountain country. I believe that the dense second growth timber that springs up among the first growth is a menace to our watersheds. I saw fire run among scattering first and second growth and leave trees quite unharmed, even small trees a few inches in circumference. I saw the same fire reach dense stands of second growth, roar through it and crown into the tall timber. There is where your crown fire starts. Great areas of our forests are covered with this dense growth of young stuff and the trouble is we now have it and what can be done about it. To make matters worse, much of this young growth has a ground covering of cheat or bronco grass as we call it locally, which burns almost like gunpowder. A carelessly thrown match, cigarette, or cigar butt may mean the destruction of hundreds of thousands of dollars worth of property. We are opening up more and more of our forest areas to tourists, some of whom are criminally careless. Then with a fire started we slap on martial law, call out the national guard, and fill the papers with descriptions of holocausts.

I was one of a fire fighting crew largely composed of ranchers, endeavoring to stop the fire before it got among the buildings and haystacks of a little mountain community. The men, about twenty of us, were doing our best with shovels on an open ridge to beat back the fire running in the grass. We held it there, but above us on the creek was a belt of timber and brush towards which the fire was working. The wind was in our favor and there was a chance of

stopping the fire even in the timber, but there was no head to our efforts—no boss to say do this and it would be done.

Then a little fellow, we'll call him Wilson, joined us, with "I'm from the Forest Service. How's it going?" We told him and were vastly relieved when that lad took hold of the situation. I think he was pretty proud of his crew before it was all over, even though the fire was not held where we had hoped to hold it, or where it would have been if that lad had got there half a day sooner; in fact, the fires, had there been any sizeable organization to fight them, would never have attained their destructive size at all.

I have not always had the respect I ought to have had for the boys with the fir tree on their lapel; I have often questioned their judgment in grazing matters, and still do, but when it comes to fighting fires, give me men like Wilson—I will go all the way with them.

Boise, Idaho

Hugh Sproat

**STATEMENT OF THE OWNERSHIP,
MANAGEMENT, CIRCULATION, ETC.
REQUIRED BY THE ACT OF CON-
GRESS OF AUGUST 24, 1912,**

Of the National Wool Grower published monthly at Salt Lake City, Utah for October, 1931.

State of Utah }
County of Salt Lake } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared F. R. Marshall, who, having been duly sworn according to law, deposes and says that he is the editor of the National Wool Grower and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, National Wool Growers Assn. Co., Salt Lake City, Utah.

Editor, F. R. Marshall, 509 McCornick Bldg., Salt Lake City, Utah.

Managing Editor, none.

Business Manager, F. R. Marshall, 509 McCornick Bldg., Salt Lake City, Utah.

2. That the owner is: National Wool Growers Association, an unincorporated body of Salt Lake City, Utah (F. J. Hagenbarth, president, and F. R. Marshall, secretary) and thirteen state wool growers' associations, all unincorporated.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

F. R. MARSHALL,
Editor.

Sworn to and subscribed before me this 5th day of October, 1931.

(Seal)

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Salt Lake City, Utah.
Notary Public.

My commission expires April 30, 1934.

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You will be interested, because the new barn, which will stand as a tribute to the sheepmen of both the Corn Belt and West who meet at SOUTH OMAHA, will provide for the quicker, more efficient, and SAFER handling of your sheep.

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Such a policy has included more than the constant attraction of more buyers to this point, and a competitive sales service of the first order. It has embraced the most rigid sanitary conditions possible to attain at all times, as well as adequate facilities for handling any volume of business at any time.

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The new barn is to be built in four sections and will be completed in three years. The finished structure will be of reinforced concrete, and fireproof throughout. Even to the windows, durability will be the keynote. Encased by all-steel sashes, their glass will be reinforced with wire mesh.

What is even more important to you—**capacity of the new barn will be DOUBLE that of the old.** Regardless of how heavy runs may come, your sheep will be yarded quickly, in pens that are equipped with the most efficient feed, water, and drainage systems that it is possible to install. They will be fully protected from the weather. **In a word, your sheep will always be in the pink of condition to command highest market prices.**

It was with the idea of service in mind that construction was purposely planned to extend over a period of three years. By so gauging the time of construction, it will be possible to handle in the same efficient way as in the past all sheep and lambs that arrive. Pen-room will always be ample.

The first section of the new barn will be completed in plenty of time to be used with the old structure during the heavy range run this fall. Other sections will follow with the convenience of our shippers always in mind. **REMEMBER, AT NO TIME WILL THE BUILDING OF THIS BARN INTERFERE WITH THE HANDLING OF YOUR SHEEP.**

When the final structure is completed, South Omaha will offer you a fine, modern, and safe **DOUBLE-DECK**, steel-and-concrete barn that will be surpassed by none.

SOUTH OMAHA APPRECIATES YOUR BUSINESS

In return, we endeavor to furnish you the finest marketing facilities at all times, as well as a place where you can sell safely and enjoy the benefits of broadest buying competition.

Union Stock Yards Company of Omaha, (Limited)

W. H. SCHELLBERG, President

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